IMRB ONE- BHARAT EK KHOJ- JOB NO 171105264

PROJECT: BHARAT EK KHOJ Questionnaire

| Serial no. (Respondent) |  |  |  |  |  |  | $\begin{aligned} & 111-119 \\ & 120-128 \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| GPS <br> LOCATION | LATTITUDE | NORTH |  |  | - |  |  |
|  | LONGITUDE | EAST |  |  | - |  |  |
|  |  | DEGREES |  | MINUTES | - | SECONDS |  |


| STARTING ADDRESS <br> NUMBER |  |  |  |
| :--- | :--- | :--- | :--- |


| ZONE | North <br> 1 | $\begin{gathered} \hline \text { South } \\ \hline 2 \end{gathered}$ | East |  | West <br> 4 | 132 | STATE |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | 3 |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  | 133-134 |  |  |  |
| TOWN CLASS | TOWN CLASS 1 |  | 1 | TOWN CLASS 4 |  | 4 | VILLAGE CLASS | VILLAGE CLASS 1 | 6 |  |
|  | TOWN CLASS 2 |  | 2 | TOWN CLASS 5 |  | 5 |  | VILLAGE CLASS 2 | 7 |  |
|  | TOWN CLASS 3 |  | 3 |  |  | 135 |  | VILLAGE CLASS 3 | 8 |  |



| TOWN SELECTION | ORIGINAL | 1 |
| :---: | :---: | :---: |
|  | REPLACEMENT 1 | 2 |
|  | REPLACEMENT 2 | 3 |


|  |  | DATE |  |  |  | 145-148 <br> 149-152 | TIME |  |  |  | 157-160 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | D | D | M | M |  | H | H | M | M |  |
| CALI | $1^{\text {ST }}$ CALL BACK |  |  |  |  |  |  |  |  |  |  |
| BACK | $2^{\text {nd }}$ CALL BCK |  |  |  |  |  |  |  |  |  | 161-164 |
| STATUS | $3{ }^{\text {RD }}$ CALL BACK |  |  |  |  | 153-156 |  |  |  |  | 165-168 |





| I5. Day of interview |  |
| :--- | :--- |
| Monday | 1 |
| Tuesday | 2 |
| Wednesday | 3 |
| Thursday | 4 |
| Friday | 5 |
| Saturday | $6 \mathbf{6}$ |
| Sunday | 7 |



[^0]
## IMRB ONE- BHARAT EK KHOJ- JOB NO 171105264

## INTRODUCTION

Good $\qquad$ or Namaste! I am $\qquad$ (MENTION YOUR NAME) from IMRB International, a leading market research organization. Before starting this interview, I wish to confirm that this interview complies with the Market Research Society of India (MRSI) and International code of ethics for market research. Please be assured that all information given by you will be kept strictly confidential and not revealed to our client with your name/contact details without your prior permission. The response collected will be added together with the responses of others before presenting the findings. Under no circumstance will this information be used for sales or any commercial purpose. Do you have any queries before I start the interview? For further clarification, you may also contact my senior at IMRB International at any point during this interview.
We are conducting a research study for a client in private sector. We will be conducting the research to understand your usage of mobile phones and financial habits. This will include information on mobile services and brands used as well as your saving and monetary transactions. This information will help the service providers to improve on the services they offer.

Definition of household (INTERVIEWER, IF TWO OF THE THREE CHARACTERISTICS ARE TRUE CONSIDER IT A
HOUSEHOLD): All those who (1) share the same kitchen, (2) share the same roof or (3) have a common decision maker
Definition of adult: All those aged 15 and above

| Yes |  | CONTINUE |
| :--- | :--- | :--- |
| No | CLOSE \& THANK - Record as Refused in Contact Sheet and follow substitution process [say where <br> this will be available, e.g. in Section X of the Interviewer Guide] |  |

First, I need to decide who to interview from this household. Can you give me the names and ages of all members aged 15 and above who live in this household? Please tell me one by one and start from the oldest.
Thanks!

## USING THE KISH GRID

1. List all the adults aged over $\mathbf{1 5}$ years living in the household together with their ages whether or not they are in at present. Start with the oldest and work down to the youngest.
2. Take the last figure of the questionnaire number and find the same number in the top line of the Kish Grid below
3. Look down that column and read off the number opposite the total number of adults in the household. That number is the key to the member of the household who should be interviewed
4. Refer back to the list of male / female family members and ask to speak to the person whose number is the same as the one you have taken out of the Kish Grid
5. 

| Names of members in the household | Age (in years) | New Serial number | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1. |  |  | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 2. |  |  | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 |
| 3. |  |  | 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 | 1 |
| 4. |  |  | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 |
| 5. |  |  | 4 | 5 | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 |
| 6. |  |  | 4 | 5 | 6 | 1 | 2 | 3 | 4 | 5 | 6 | 1 |
| 7. |  |  | 3 | 4 | 5 | 6 | 7 | 1 | 2 | 3 | 4 | 5 |
| 8. |  |  | 3 | 4 | 5 | 6 | 7 | 8 | 1 | 2 | 3 | 4 |
| 9. |  |  | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 1 | 2 |
| 0. |  |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

INTERVIEWER: [AFTER THE RESPONDENT HAS BEEN SELECTED, ASK IF THEY ARE IN THE HOUSEHOLD, IF THE PERSON SELECTED IS WITHIN THE HOUSEHOLD, ASK TO SPEAK TO THEM] OTHERWISE REFER TO THE SUBSTITUTION PROCESS INTHE INTERVIEWER GUIDE

RECORD NAME OF SELECTED RESPONDENT BELOW:
$\square$

INTERVIEWER: IF SELECTED RESPONDENT IS ABOVE 15YRS BUT BELOW 18YRS OF AGE, GET PERMISSION FROM THE PARENT/ GUARDIAN BEFORE BEGINNING THE INTERVIEW. USE THE CONSENT FORM BELOW.

## ELSE GO TO SECTION 1: DEMOGRAPHICS

Parent/guardian Consent Form (for those aged 15 or over but under 18)

## IMRB

$15^{\text {th }}$ October 2013
Dear Sir/ Madam,

## RE: DFS TRACKER | Survey on mobile phones and other services that people use

Thank you for agreeing to have your daughter/ son take part in this survey on mobile phones and other services that people use/ Please note that your daughter/ son is NOT allowed to take part in the survey if we do not have your consent in the form of a signature below. Please do sign belowV

I have read and understood the entire document (which has further been explained to me) and have agreed to have my daughter/ son participate in the research conducted by IMRB.

Name.
Relation to Minor. ID.

Signature.
Date.
If you have any queries at all regarding this research, please contact:

| Project Coordinator | OR | Project Manager |
| :--- | :--- | :--- |

Or call the IMRB office Delhi (Tel 011-42697800).

Thank you very much for your help and support/

Yours sincerely
Project Manager

## SECTION I: DEMOGRAPHICS




## Subsection 2. Livelihood

Employ
ment status, source of income, occupat ion

DL1. Do you currently have a job that earns you income? It does not matter if the job is formal or informal, part-time or full time. SINGLE CODING ONLY

| SINGLE ANSWER. |  | DL1 |
| :--- | :---: | :--- |
| Yes | 1 | GO TO DL2 |
| No | 2 | SKIP TO DL6 |

SHOWCARD DL2
DL2. What is your primary job (i.e., the job where you spend most of your time)?(PROBE. CHOOSE CODE FROM THE LIST BELOW). SINGLE CODING ONLY

| Farmer |  |  | Tailor |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

## SHOWCARD DL3

DL3. What is your secondary or side job (additional job to substitute primary job earnings)? If you have more than one secondary job, list all of them.(PROBE. CHOOSE CODE FROM THE LIST BELOW) MULTIPLE CODING POSSIBLE
$\qquad$

| Farmer | 01 | Tailor | 12 | Business owner (specify) | 23 |
| :--- | :---: | :--- | :---: | :--- | :---: |
| Farm worker | 02 | Secretary | 13 | Salonist | 24 |
| Public or health service worker <br> (non-professional) | 03 | Manager | 14 | Money lender | 25 |
| Professional, i.e., doctor, <br> teacher, nurse (specify) | 04 | Watchman | 15 | Landlord/Landlady | 26 |
| Clerk | 05 | Messenger/courier | 16 | Retired | 27 |

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|  |  |  |  |  |  |
| :--- | :---: | :--- | :--- | :--- | :---: |
| Carpenter/mason | 06 | Policeman | 17 | Student | 28 |
| Mechanic | 07 | Conductor | 18 | Housewife | 29 |
| Electrician | 08 | Factory employee | 19 | Manual Labor of any kind | 30 |
| Cleaner/house help | 09 | Shop owner | 20 | Other (specify in row) | 31 |
| Waiter/cook | 10 | Salesperson in a store | 21 | No secondary job | 32 |
| Driver, including personal <br> driver, taxi, rickshaw, puller and <br> autorickshaw | 11 | Street vendor/hawker | 22 | Refused/prefer not to say | 33 |
|  |  |  |  | $\mathbf{3 2 5 -}$ <br> $\mathbf{3 4 0}$ |  |

SHOWCARD DL5
DL5. Do you currently receive any of the following? SINGLE CODING PER OPTION

| READ OUT. SHOWCARD. | Yes | No |  |
| :--- | :--- | :---: | :---: |
| 1. Government pension |  | 1 | 2 |
| 3. Other government benefits (including <br> subsidies) |  | 1 | 2 |
| 4. Government educational stipend or <br> scholarship |  | 1 | 2 |
| 5. Business/start-up grant from the <br> government or government-associated <br> agency |  | 1 | 2 |
| 6. Research/science grant from the <br> government or government-associated <br> agency |  | 1 | 2 |
| 7. Donor/NGO benefits |  | 1 | 2 |
| 8. Donor/NGO educational stipend | 1 | 2 |  |
| 9. Business/start-up grant from a donor or <br> an NGO |  | 1 | 2 |
| 10. Research/science grant from a donor or <br> an NGO |  | 1 | 2 |
| 11. Other (Specify) |  | 1 | 2 |

ASK DL6 AND DL7 TO ALL CODING NO (CODE 2) IN DL1
DL6. You said you do not have a job that brings you an income. What is your main source of money for daily expenses? SINGLE CODING ONLY. DO NOT AID WITH LIST. CODE AS PER SPONTANEOUS RESPONSE

DL7. What are your other/secondary sources of income? Mark all that apply. MULTIPLE CODING POSSIBLE. DO NOT AID WITH LIST. CODE AS PER SPONTANEOUS RESPONSE

| AID WITH LIST. CODE AS PER SPONTANEOUS RESPONSE |
| :--- |
| DO NOT READ. CODE TO FIT DL6 <br> SINGLE <br> ANSWER MARK ALL <br> THAT APPLY  <br> Government educational stipend or <br> scholarship  01 01 <br> Government pension  02 02 <br> Pension from a non-government agency  03 03 <br> Remittances/monetary or other help <br> from family members, relatives or <br> friends  04 04 <br> Savings  05 05 <br> Interest on stock and shares  06 06 <br> Other government benefits (including <br> subsidies)  08 08 <br> Other donor/NGO benefits  10 09 <br> Occasional paid assignments, labor for <br> hire  11 10 <br> Occasionally sell household/my <br> belongings 12 11  <br> Occasionally sell vegetable produce <br> (e.g., fruits, vegetables, other greens)  13 12 <br> Occasionally sell cattle produce (e.g., <br> milk or meat)  14 13 <br> Occasionally sell poultry produce (e.g., <br> eggs or meat)  15 14 <br> Other (Specify) 16 15  <br> None/l do not have any income(SINGLE <br> ANSWER)  17 16 <br> Refused (SINGLE ANSWER)  17  |



DL15. Does your household possess any casseroles, thermos, or thermoware?(By Thermoware, we mean utensils that are used to maintain temperature of food items- hot or cold). SINGLE CODING ONLY

| READ OUT. SINGLE ANSWER |  |  |
| :--- | :--- | :---: |
| Yes |  | 1 |
| No | 2 |  |
|  | 415 |  |

DL16. Does your household possess a television and a VCR/VCD/DVD player? SINGLE CODING ONLY

| READ OUT. SINGLE ANSWER |  |  |
| :--- | :--- | :---: |
| No, neither one |  | 1 |
| Yes, only one |  | 2 |
| Yes, both | 3 |  |
|  |  |  |

DL17. Does your household possess a mobile handset and a telephone instrument (landline)? SINGLE CODING ONLY

| READ OUT. SINGLE ANSWER |  |  |
| :--- | :--- | :---: |
| No, neither one of these |  | 2 |
| Yes, only a mobile | 3 |  |
| Yes, a landline, regardless of <br> mobile |  | 417 |
|  |  |  |

DL18. Does your household possess a sewing machine? SINGLE CODING ONLY

| READ OUT. SINGLE ANSWER |  |  |
| :--- | :--- | :--- |
| Yes |  | 1 |
| No |  | 2 |


|  | $\square$ <br> 418 <br> DL19. Does your household possess an almirah/dressing table? SINGLE CODING ONLY |  |  |
| :---: | :---: | :---: | :---: |
|  |  |  |  |
|  | READ OUT. SINGLE ANSWER |  |  |
|  | Yes | 1 |  |
|  | No | 2 |  |
|  |  | 419 |  |
|  | DL20. Does your household possess a bicycle, motorcycle/scooter, or motor car/jeep? SINGLE CODING ONLY |  |  |
|  | READ OUT. SINGLE ANSWER |  |  |
|  | No, none of these options |  | 1 |
|  | Yes, bicycle only, no motorcycle/scooter, or car |  | 2 |
|  | Motorcycle/scooter, but no car (regardless of bicycle) |  | 3 |
|  | Motor car/jeep (regardless of others) |  | 4 |
|  |  |  | 420 |

SECTION II: ACCESS TO AND OWNERSHIP OF MOBILE TECHNOLOGY


MT2. You said you don't own a personal mobile phone. Do you access a mobile phone elsewhere that belongs to someone else either by borrowing or paying for its use? SINGLE CODING ONLY


## ASK MT4 IF CODED 1 IN MT1 OR MT2 SHOWCARD MT4

MT4. What type of a mobile phone do you own or have access to? SINGLE CODING PER OPTION

| READ OUT. SHOWCARD. | Yes | No |  |
| :--- | :--- | :---: | :---: |
| Basic phone- only allows calling, <br> messaging, saving numbers/contacts <br> etc |  | 1 | 2 | 4423

MT5. Do you personally own an active SIM card?. That is, registered in your name. SINGLE CODING ONLY

| SINGLE ANSWER | MT5 |  |  |
| :--- | :---: | :---: | :--- |
| Yes |  | 1 | GO TO MT6 |
| No | 2 | SKIP TO MT8 |  |
|  |  |  |  |

ASK MT6 IF CODED 1 IN MT5. IF CODED 2 IN MT5, SKIP TO MT8
MT6. How many SIM cards do you own? (99 FOR DK/Refused). RECORD NUMBER IN THE SPACE BELOW. RECORD WITH LEADING ZEROES


MT7. Do you have a SIM card with any of the following providers? SINGLE CODING PER OPTION

| READ OUT. |  | Yes | No |
| :--- | :--- | :---: | :---: |
| Aircel |  | 1 | 2 |
| Airtel |  | 1 | 2 |
| BSNL |  | 1 | 2 |
| Tata Docomo |  | 1 | 2 |
| Dolphin (MTNL) / Garuda |  | 1 | 2 |
| Idea |  | 1 | 431 |
| Loop Mobile |  | 1 | 2 |
| Reliance |  | 1 | 2 |
| Spice Telecom |  | 1 | 2 |
| Vodafone |  | 1 | 433 |
| MTS |  | 1 | 2 |
| Uninor |  | 1 | 2 |
| Videocon |  | 1 | 436 |
| Other (specify) () | 1 | 2 |  |
| Don't know |  | 2 | 2 |

## ASK MT8 ONLY IF NO IS CODED IN MT5, ELSE GO TO MT10

MT8. You said you don't personally own a SIM card. Do you use a SIM card that belongs to somebody else or is registered in someone else's name? SINGLE CODING ONLY

| SINGLE ANSWER |  | MT8 |  |
| :--- | :---: | :---: | :--- |
| Yes |  | 1 | GO TO MT10 |
| No |  | 2 | SKIP TO G2P1 |
|  |  |  |  |

[^1]

ASK G2P1 ONLY IF

- CODING YES FOR ANY OF DL5.1-DL5.6
- DL6.1=YES OR DL6.2= YES OR DL6.8=YES
- DL7.1=YES OR DL7.2= YES OR DL7.8=YES


## SHOWCARD G2P1

G2P1. You mentioned that you are receiving payments from the government that are not salary payments. Do you receive any of the following payments? SINGLE CODING PER OPTION

| READ OUT.SHOWCARD | Yes | No | 447 |
| :---: | :---: | :---: | :---: |
| Antyodaya Anna Yojana (AAY) | 1 | 2 |  |
| Fertilizer Subsidies | 1 | 2 | 448 |
| Dhanlakshmi scheme / Abaad Scheme | 1 | 2 | 449 |
| Indira AwaasYojna (IAY) | 1 | 2 | 450 |
| Indira Gandhi MatritvaSahyogYojana (IGMSY) | 1 | 2 | 451 |
| JananiSurakshaYojana (JSY) | 1 | 2 | 452 |
| LPG / Cooking Gas subsidies | 1 | 2 | 453 |
| MNREGA (Mahatma Gandhi National Rural Employment Guarantee Act) | 1 | 2 | 454 |
| Pension, old age | 1 | 2 | 455 |
| Pension, disability | 1 | 2 | 456 |
| Pension, widow | 1 | 2 | 457 |
| Scholarship and fellowship programs for students (for students in SC, ST and OBC categories) | 1 | 2 | 458 |
| Skill development, coaching, vocational training stipends | 1 | 2 | 459 |
| Laadli scheme | 1 | 2 | 460 |
| Other (Specify) | 1 | 2 | 461 |
| DK/Refused | 9 |  | 462 |

ASK G2P2-G2P6 IF1 IS CODED FOR AT LEAST ONE PROGRAM IN G2P1. OTHERS SKIP TO INSTRUCTIONS BEFORE FB1.
INSTRUCTIONS TO INTERVIEWER

- ASK G2P2-G2P6 TOGETHER FOR THE MOST RECENT PAYMENT,
- THEN ASK G2P2-G2P6 TOGETHER FOR THE SECOND MOST RECENT ACTIVITY
- THEN ASK G2P2-G2P6 TOGETHER FOR THE THIRD MOST RECENT ACTIVITY
- IF NO PAYMENTS RECEIVED IN THE PAST 6 MONTHS, SKIP TO INSTRUCTIONS BEFORE FB1

G2P2-G2P6. Please, tell me about the three (3) most recent payments that you received from the government as a part of your benefits program/programs in the past 6 months. Start with the most recent one. (Explain to respondent that only benefits received as payments should be mentioned here and not those benefis that were received as goods and services)

G2P2. What date did you request/expect the payment

DD-MM-YYYY

G2P3. How long did it take you to receive the money? days

| G2P4. How was the payment <br> delivered? | G2P5. <br> Was the |
| :--- | :--- |
| $01=$ Direct deposit to a bank | payment <br> received <br> in full, |
| $02=$ Personal pick-upby self | i.e., the <br> full <br> amount |
| $03=$ Courier delivery | minus <br> any |
| $04=$ Post office transfer | applicabl |
| $05=$ eirect Benefits transfer (DBT) | e <br> transacti <br> on fees? |
| $06=$ Own m- money account |  |
| $07=$ Agent's m-money account |  |
| $08=$ Other person's m-money | $1=$ Yes |
| account | $2=$ No |
| $09=$ Digital card |  |

G2P6. Did you have to pay a bribe or other informal commission to access your payment?
$1=Y e s$ 2=No

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ASK ALL
Now, I would like to ask you just a few questions about your financial habits and preferences.

## INSTRUCTIONS TO INTERVIEWER

- ASK FB1-FB5 TOGETHER FOR THE FIRST ACTIVITY,
- THEN ASK FB1-FB5 TOGETHER FOR THE SECOND ACTIVITY AND SO ON.

FB1. In the past 30 days ( 1 month), how many times did you do the following...? (READ OUT THE LIST OF ACTIVITIES. WRITE DOWN THE NUMBER) RECORD NUMBER WITH LEADING ZEROES

FB2. Now, how many times did you do the following activities in the past 90 days(3 months)? (READ OUT THE LIST OF ACTIVITIES. WRITE DOWN THE NUMBER) RECORD NUMBER WITH LEADING ZEROES

ASK FB3 ONLY FOR ACTIVITES THAT THE RESPONDENT CODED IN FB2. IF'00' CODED FOR ALL ACTIVITIES IN FB2, THEN, SKIP TO FB6

FB3. What was the average amount you ... (READ THE ACTIVITY MARKED IN FB2) in the past 90 days, do not include charges or transaction fees? RECORD VERBATIM. RECORD WITH LEADING ZEROES

ASK FB4 ONLY FOR ACTIVITES THAT THE RESPONDENT CODED IN FB2. IF NO ACTIVITIES REPORTED IN FB1 OR FB2 SKIP TO INSTRUCTION BEFORE FB6

SHOWCARD FB4
FB4. Which of those payment methods did you use most frequently for this activity (READ THE ACTIVITY MARKED IN FB2, THEN READ OUT THE LIST OF METHODS IN FB4)? SINGLE CODING PER OPTION


ASK FB5 ONLY FOR ACTIVITES THAT THE RESPONDENT CODED IN FB2. IF NO ACTIVITIES REPORTED IN FB1 OR FB2 SKIP TO INSTRUCTION BEFORE FB6

## SHOWCARD FB5

FB5. Which of those delivery methods did you use most frequently for this activity (READ THE ACTIVITY MARKED IN FB2, THEN READ OUT THE LIST OF METHODS IN FB5)? SINGLE CODING PER OPTION


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|  |  |  | agents |  | 12 |  |
| :--- | :--- | :--- | :---: | :--- | :--- | :---: |
|  | Tatkal and other <br> Informal Services |  | Delivery through <br> friend/relative |  | 13 |  |
|  | Own m- money |  | 06 | Other |  |  |
|  | Agent's m-money <br> account |  | 07 |  |  |  |

ASK FB1-FB5 TOGETHER FOR THE FIRST ACTIVITY, THEN ASK FB1-FB5 TOGETHER FOR THE SECOND ACTIVITY AND SO ON. IF'00' CODED FOR ALL ACTIVITIES IN FB2, THEN, SKIP TO FB6


FB6. Have you ever done the following activity? SINGLE CODING PER OPTION

| READ OUT | Yes | No |  |
| :--- | :--- | :---: | :---: |
| Take a loan |  | 1 | 2 |
| Give a loan |  | 1 | 2 |
| Save money for a future <br> purchase or payment |  | 1 | 2 |
| Set aside money for pension, <br> paid pension contributions |  | 1 | 2 |
| Make an investment, including <br> buy stock or shares |  | 1 | 2 |
| 1053 |  |  |  |

ASK FB7 FOR ALL OPTIONS FOR WHICH YES IS CODED IN FB6. IF NO CODED FOR ALL OPTIONS, THEN SKIP TO FFI1
SHOWCARD FB7
FB7. If so, what means did you use for each activity? ASK FOR EACH OPTION CODED YES=1IN FB6 ONE BY ONE. MULTIPLE CODING POSSIBLE PER OPTION

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| READ OUT. MARK ALL | Take a Loan | Give a Loan | Save money for a future purchase or payment | Set aside money for pension, paid pension contributions | Make an investment, including buy stock or shares |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Through a bank (state, private, cooperatives) | 01 | 01 | 01 | 01 | 01 |
| Through a Microfinance account | 02 | 02 | 02 | 02 | 02 |
| Village-level savings group | 03 | 03 | 03 | 03 | 03 |
| Private money lenders | 04 | 04 | 04 | 04 | 04 |
| Someone in workplace who gives loans or collects savings | 05 | 05 | 05 | 05 | 05 |
| Through a mobile money account | 06 | 06 | 06 | 06 | 06 |
| Post office Account | 07 | 07 | 07 | 07 | 07 |
| Savings collectors | 08 | 08 | 08 | 08 | 08 |
| Chits and chit fund groups | 09 | 09 | 09 | 09 | 09 |
| Gold | 10 | 10 | 10 | 10 | 10 |
| Other (Specify) | 11 | 11 | 11 | 11 | 11 |
| Other (Specify) | 12 | 12 | 12 | 12 | 12 |
| $1056-1075$ |  | 1111-1130 | 1131-1150 | 1151-1170 | 1171-1190 |

SECTION IV: FINANCIAL INSTRUMENTS
Subsection 1: Formal Financial Instruments

Owners
hip, access and and use

FFI1. Do you personally own a bank account? (Bank account includes Savings, Current, Fixed Deposit, Recurring or Student Account) SINGLE CODING ONLY

| SINGLE ANSWER | FFI1 |  |
| :--- | :---: | :--- |
| Yes | 1 | SKIP TO FFI5 |
| No | 2 | GO TO FFI2 |
|  | 1211 |  |

IF CODED 2 IN FFI1, ASK FFI2. ELSE SKIP TO FFI5
FFI2. What is the main reason you do not have your own bank account? SINGLE CODING ONLY. CODE AS PER RESPONDENT'S SPONTANEOUS RESPONSE

| DO NOT READ. CODE TO FIT. SINGLE ANSWER |  | FFI2 |
| :--- | :--- | :---: |
| I do not know what it is |  | 01 |
| I do not know how to open one |  | 02 |
| I do not have a state-issued/national ID or other <br> required documents |  | 03 |
| There are no banks close to where I live |  | 04 |
| I do not have money |  | 05 |
| I do not need one, I do not make any <br> transactions |  | 06 |
| Registration paperwork is too complicated |  | 07 |
| Registration fee is too high |  | 08 |
| Using a bank account is difficult |  | 09 |
| Fees for using a bank account are too high |  | 10 |
| I do not have money to pay for transaction fees <br> with such account |  | 11 |
| No one among my friends or family has such <br> account |  | 12 |
| I do not understand the purpose of such <br> account, I do not know what I can use it for |  | 13 |
| A bank has agents but they are not accessible |  | 14 |
| Banks are not reliable |  | 15 |
| Banks do not offer the services I need |  | 16 |
| Bank staff/agents are unfriendly; they make me <br> feel unwelcomed |  | 17 |
| I can't afford the minimum balance |  | 18 |
| Bank hours are not convenient for me |  | 219 |
| I never thought about using a bank |  | 22 |
| I do not trust banks/that my money is safe in a <br> bank |  | 2 |
| I would prefer to have my money close to me |  | 2 |


| Other (specify)_ |  | 23 |
| :--- | :---: | :---: |
| DK/Refused |  | 24 |
|  |  | $1212-1213$ |

FFI3. Do you use a bank account that belongs to somebody else if you need to? SINGLE CODING ONLY

| SINGLE ANSWER | FFI3 |  |
| :--- | :---: | :--- |
| Yes | 1 | GO TO FFI4 |
| No | 2 | SKIP TO MM1 |
|  | 1214 |  |

## ASK FFI4 IF CODED 1 IN FFI3. ELSE SKIP TO MM1

FFI4. Whose bankaccount are you most likely to access if you need to? SINGLE CODING ONLY. CODE AS PER RESPONDENT'S SPONTANEOUS RESPONSE

| DO NOT READ. CODE TO FIT. SINGLE ANSWER | FFI4 |  |
| :--- | :--- | :---: |
| Family member in my household |  | 1 |
| Family member in a different household |  | 2 |
| Other relative (Specify) |  | 3 |
| Workmate or a business partner |  | 4 |
| Neighbor, not a relative |  | 5 |
| Mobile Operator's agent/bank agent |  | 6 |
| Other (Specify) |  | 7 |
|  |  |  |

## ASK FFI5 TO ALL CODING 1= YES IN FFI1

FFI5. How many of the following types of bank account do you own? RECORD VERBATIM WITH LEADING ZEROES
ASK FFI6 TO ALL CODING 1=YES IN FFI3
FFI6. How many of the following types of bank account do you have access to? RECORD VERBATIM WITH LEADING ZEROES

| READ OUT. MARK ALL THAT APPLY |  | FFI5 <br> ENTER NUMBER | FFI6 <br> ENTER NUMBER |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Current |  |  |  |  |  |
| Savings |  |  |  |  |  |
| Student |  |  |  |  |  |
| Recurring |  |  |  |  |  |
| Fixed Deposit |  |  |  |  |  |
| Other (Specify) ------- |  |  |  |  |  |

## IF ONLY RECURRING /FIXED DEPOSIT IS CODED IN FFI5 OR FFI6, THEN GO TO MM1. ELSE CONTINUE WITH THIS

 SECTIONFFI7. Why did you decide to start using a bank account? SINGLE CODING ONLY. CODE AS PER RESPONDENT'S SPONTANEOUS RESPONSE. DO NOT AID WITH THE LIST

| DO NOT READ. CODE TO FIT. SINGLE ANSWER |  | FFI7 |
| :--- | :--- | :---: |
| I had to send money to another person |  | 01 |
| I had to receive money from another person |  | 02 |
| Somebody requested I opened an account |  | 03 |
| I had to send money to an <br> organization/government agency: e.g., had to pay a <br> bill. |  | 04 |
| I had to receive money from an <br> organization/government agency: e.g., pension or <br> unemployment payment |  | 05 |
| An organization/government agency requested I <br> signed up for an account |  | 06 |
| An agent or sales person convinced me | 07 |  |
| I saw posters/billboards/radio/TV advertising that <br> convinced me |  | 08 |
| A person I know, who uses a bank account, <br> recommended I use it because it is better than <br> other financial instruments I use |  | 09 |
| I saw other people using it and wanted to try myself |  | 10 |
| I wanted to start saving money with a bank |  | 11 |
| I wanted a safe place to store my money |  | 12 |


| My parents opened an account for me when I was <br> young and keep money in it for my use |  | 13 |
| :--- | :--- | :---: |
| Other (Specify) |  | 14 |
| DK/Refused |  | 15 |
|  | $1244-1245$ |  |

## SHOWCARD FFI9

FFI9. Apart from today, when was the last time you used a bank account for any financial activity (includes sending, receiving, saving, storing money or making payments of any kind)? SINGLE CODING ONLY

| READ OUT. SHOWCARD. SINGLE ANSWER | FFI9 |  |  |
| :--- | :--- | :---: | :---: |
| Yesterday |  | 1 |  |
| In the past 7 days |  | 2 |  |
| In the past 30 days |  | 3 |  |
| In the past 90 days |  | 4 | 5 |
| More than 90 days ago |  | 6 | SKIP TO MM1 |
| Never |  | 1246 |  |

CONTINUE TO FFI10 IF CODED 1/2/3/4/5 IN FFI9. SKIP TO MM1 IF CODED 6 IN FFI9
SHOWCARD FFI10
FFI10. How important is a bank account in your finances? SINGLE CODING ONLY

| READ OUT. SHOWCARD. SINGLE ANSWER | FFI10 |  |  |
| :--- | :--- | :---: | :---: |
| Very important, use it for almost all my <br> financial activities |  | 1 |  |
| Important, use it frequently or for large <br> transaction |  | 2 |  |
| Somewhat important, use it infrequently <br> or for small transactions |  | 3 |  |
| Somewhat unimportant, rarely use it |  | 3 |  |
| Not at all important, never use it |  | 4 |  |
|  | 5 |  |  |

## CONTINUE IF CODED 1/2/3/4 IN FFI10. SKIP TO MM1 IF CODED 5 IN FFI10,

## INSTRUCTIONS TO INTERVIEWER

- ASK FFI11-FFI13 TOGETHER FOR THE FIRST OPTION,
- THEN ASK FFI11-FFI13 TOGETHER FOR THE SECOND OPTION AND THIRD OPTION IN A SIMILAR MANNER
- IF NO CODED FOR ALL OPTIONS IN FFI11, THEN GO TO FFI16

FFI11. When you access a bank account for any financial activity, do you use any of the following? (IF A RESPONDENT HAS MORE THAN ONE BANK ACCOUNT, ASK THEM ABOUT THE ONE THEY USE MOST FREQUENTLY) SINGLE CODING PER OPTION

ASK FFI12 FOR ALL OPTIONS FOR WHICH YES=1 IS CODED IN FFI11
SHOWCARD FFI12
FFI12. How far(in km) is the closest $\qquad$ from the place where you live? SINGLE CODING PER OPTION

| LEGEND ONLY. | FFI12 |  | Codes |
| :--- | :--- | :--- | :---: |
|  | 0.5 km or less | More than 0.5 km to 1 km |  |
|  | More than 1 km to 5 km |  | 2 |
|  | More than 5 km to 10 km |  | 3 |
|  | More than 10 km to 15 km |  | 4 |
|  | More than 15 km |  | 5 |

ASK FFI13 FOR ALL OPTIONS FOR WHICH YES=1 IS CODED IN FFI11 SHOWCARD FFI3
FFI13. If you have to walk, how many minutes does it take you to get to the closest $\qquad$ from the place where you live? SINGLE CODING PER OPTION

| LEGEND ONLY. | FFI13 | 15 minutes or less |  |
| :---: | :--- | :--- | :---: |
|  | MOT CODE | Core than 15 to 30 minutes |  |
|  | More than 30 minutes to an hour |  | 1 |
| HERE | More than an hour to 2 hours |  | 3 |
|  | More than 2 hours to 4 hours |  | 4 |
|  | More than 4 hours |  | 5 |

- ASK FFI11-FFI13 TOGETHER FOR THE FIRST OPTION,
- THEN ASK FFI11-FFI13 TOGETHER FOR THE SECOND OPTION AND SO ON AND THIRD OPTION IN A SIMILAR MANNER
- IF NO CODED FOR ALL OPTIONS IN FFI11, THEN GO TO FFI16

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| READ OUT. |  | $\begin{aligned} & \hline \text { FFI11 } \\ & 1=\text { Yes } \\ & 2=\text { No } \\ & \text { MARK ALL THAT } \\ & \text { APPLY } \end{aligned}$ |  | FFI12 <br> SINGLE ANSWER. <br> SHOWCARD <br> ASK ONLY FOR <br> THOSE MARKED IN FFI11 | FFI13 <br> SINGLE <br> ANSWER. <br> SHOWCARD. <br> ASK ONLY <br> FOR THOSE <br> MARKED IN <br> FFI11 |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | USED |  | DISTANCE | TIME TAKEN |
|  |  | Yes | No |  |  |
| Over the counter in a branch of the bank |  | 1 | 2 |  |  |
| ATM |  | 1 | 2 |  |  |
| Bank's website |  | 1 | 2 |  |  |
| Mobile application |  | 1 | 2 |  |  |
| Over the counter at a retail store, such as EKO counter |  | 1 | 2 |  |  |
| A door-to-door    <br> agent, banking <br> correspondent or <br> another person who <br> is associated with <br> this bank  1 2 |  |  |  |  |  |
| Other (Specify) |  | 1 | 2 |  |  |
|  |  | 1248-1254 |  | 1255-1261 | 1262-1268 |

FFI14. What is your preferred way of accessing money from a bank account? SINGLE CODING ONLY


FFI15. What is the main reason you prefer this method? SINGLE CODING ONLY. DO NOT AID WITH LIST. CODE AS PER SPONTANEOUS RESPONSE


## INSTRUCTIONS TO INTERVIEWER

- ASK FFI16-FFI19 TOGETHER FOR THE FIRST OPTION,
- THEN ASK FFI16-FFI19 TOGETHER FOR THE SECOND OPTION AND SO ON

FFI16. Which of the following have you ever done using your bank account? MULTIPLE CODING POSSIBLE
ASK FFI18 FOR ALL ACTIVITIES CODED IN FFI16
FFI18. What was the minimum amount you ever... (READ THE ACTIVITY MARKED IN FFI16), do not include charges or transaction fees? ASK FOR EACH OPTION ONE BY ONE. RECORD VERBATIM WITH LEADING ZEROES
ASK FFI17 FOR ALL ACTIVITIES CODED IN FFI16
FFI17. What was the maximum amount you ever... (READ THE ACTIVITY MARKED IN FFI16), do not include charges or transaction fees? ASK FOR EACH OPTION ONE BY ONE. RECORD VERBATIM WITH LEADING ZEROES

## ASK FFI19FOR ALL ACTIVITIES CODED IN FFI16

FFI19. In the past 30 days, how many times did you use a bank account for such activities? ASK FOR EACH OPTION ONE BY ONE. RECORD VERBATIM WITH LEADING ZEROES
ASK FFI16-FFI19 TOGETHER FOR THE FIRST OPTION, THEN ASK FFI16-FFI19 TOGETHER FOR THE SECOND OPTION AND SO ON.


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FFI20. Do you use a bank account for the following business payments/purchases? ASK FOR EACH OPTION ONE BY ONE. SINGLE CODING PER OPTION

| READ OUT | ( | Yes | No | 1862 |
| :---: | :---: | :---: | :---: | :---: |
| Paid employees |  | 1 | 2 |  |
| Paid suppliers |  | 1 | 2 | 1863 |
| Received payments from customers |  | 1 | 2 | 1864 |
| Received payments from distributors |  | 1 | 2 | 865 |
| Made investment, for example bought new equipment or expanded the office/business building |  | 1 | 2 | 1866 |
| Paid business-associated expenses, including rent, taxes, utility and transportation bills |  | 1 | 2 | 1867 |
| None |  | 1 |  | 1868 |

ASK FFI21 ONLY IF NO TRANSACTIONS ARE SELECTED IN FFI20, THAT IS, NO CODED FOR ALL OPTIONS. OTHERS SKIP TO FFI22

FFI21.. You said you do not use this bank account for any business payments/purchases. Please tell me why? PROBE FULLY. CODE AS PER SPONTANEOUS RESPONSE. DO NOT AID. MULTIPLE CODING POSSIBLE


## INSTRUCTIONS TO INTERVIEWERS

- ASK FFI22-FFI28 TOGETHER FOR THE FIRST MOST RECENT PAYMENT,
- THEN ASK FFI22-FFI28 TOGETHER FOR THE SECOND MOST RECENT PAYMENT AND SO ON.
- IF NO TRANSACTIONS DONE IN PAST 6 MONTHS SKIP TO FFI3O.

FFI22-FFI28. Please, tell me about 3 most recent transactions you attempted in the past 6 months, either deposit or withdrawal, at a branch of a bank (over-the bank branch-counter transactions) where you have an account or have access to an account. Start with the most recent one. IF NO TRANSACTIONS IN THE PAST 6 MONTHS SKIP TO FFI30.


## ASK FFI29 IF NO=2CODED FOR ANY ACTIVITY IN FFI28

FFI29. Why were you unable to complete the activity? MULTIPLE CODING POSSIBLE. DO NOT AID WITH LIST. PROBE AND CODE AS PER SPONTANEOUS RESPONSE

| DO NOT READ, CODE TO FIT. MARK ALL THAT APPLY | FFI29 |  |
| :--- | :--- | :---: |
| Technical problems with the <br> network |  | 01 |
| The bank closed for a lunch- <br> break/for the day |  | 02 |
| Idid not have a proper ID |  | 03 |
| There was not enough cash |  | 04 |
| Idid not have enough money to <br> pay the fee |  | 05 |
| I did not have enough time to wait |  | 06 |
| Other (Specify) |  |  |
| Other (Specify) |  | 07 |
| DK/Refused |  | 08 |
|  |  | $2144-2163$ |

## ASK ALL

## SHOWCARD FFI30

FFI30. On a scale from 0 (Extremely bad) to 10 (Extremely good), rate the choice of financial products/services available to you through your bank account. SINGLE CODING ONLY

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Extremely <br> Bad | $2164-2165$ |  |  |  |  |  |  |  |  |  |

## Subsection III: Digital Financial Services/Mobile Money

| Mobil | MM1. Please tell me the names of any mobile money services that you are aware of? (Mobile Money is use Mobile Phone in order to <br> e <br> mone <br> do financial activities like transfer funds between banks/accounts, deposit/withdraw funds or pay bills, purchase items) <br> y |
| :--- | :--- |
| aware | ASK MM2 ONLY FOR SERVICES NOT CODED IN MM1. |
| ness, |  |
| sourc | MM2.Have you ever heard about the following mobile money services? MULTIPLE CODING POSSIBLE |
| es of |  |
| infor |  |
| matio | ASK MM3 ONLY FOR SERVICES FOR WHICH CODED YES ie '1' IN MM1/MM2. IF CODED "NO" FOR ALL SERVICES IN MM1 <br> $n$ |
|  | MM3. From which Source of information did you first learn about this mobile money service? SINGLE CODING PER OPTION. <br> CODE AS PER SPONTANEOUS RESPONSE. DO NOT AID WITH LIST |



MM7. Apart from today, when was the last time you conducted any financial activity with this mobile money service? ASK FOR EACH OPTION CODED INMM6 ONE BY ONE. SINGLE CODING PER OPTION

| LEGEND ONLY. | MM7 |  | Codes |
| :---: | :--- | :--- | :---: |
|  | Yesterday |  | 1 |
|  | In the past 7 days |  | 2 |
|  | In the past 30 days |  | 4 |
|  | In the past 90 days |  | 5 |
|  | More than 90 days ago |  |  |

MM8. Do you have a registered account with this mobile money service? SINGLE CODING PER OPTION
ASK MM8a FOR ALL OPTIONS CODED YES= 1 IN MM8. IF ALL OPTIONS CODED NO=2, THEN SKIP TO MM11 MM8a. Are you permitted to withdraw funds from your registered mobile money account? SINGLE CODING PER OPTION

ASK MM9 ONLY FOR OPTIONS FOR WHICH YES=1 IS CODED IN MM8. IF ALL OPTIONS CODED NO=2, THEN SKIP TO MM11
SHOWCARD MM9
MM9. Apart from today, when was the last time you conducted any financial activity using these registered accounts? SINGLE CODING PER OPTION

| LEGEND ONLY. | MM9 |  |  |
| :--- | :--- | :--- | :---: |
|  | Yesterday |  | Codes |
|  | In the past 7 days |  | 2 |
|  | In the past 30 days |  | 3 |
|  | In the past 90 days |  | 5 |
|  | More than 90 days ago |  | 6 |
|  | Never |  |  |

ASK MM10 ONLY FOR OPTIONS FOR WHICH YES=1 IS CODED IN MM8. IF ALL OPTIONS IN MM8 CODED NO=2, THEN SKIP TO MM11

SHOWCARD MM10
MM10. How important is this account in your finances? SINGLE CODING PER OPTION

| LEGEND ONLY. | MM10 |  | Codes |
| :--- | :--- | :--- | :---: |
|  | Very important |  | 1 |
|  | Important |  | 2 |
|  | Somewhat important |  | 4 |
|  | Somewhat unimportant |  | 5 |
|  | Not at all important |  |  |

ASK MM6-MM10 FOR FOR SERVICES FOR WHICH CODED YES ie ' 1 ' IN MM1/MM2.

- ASK MM6-MM10 TOGETHER FOR THE FIRST SERVICE
- THEN ASK MM6-MM10 TOGETHER FOR THE SECOND SERVICE AND SO ON.

|  | MM6 <br> EVER USED |  | MM7 <br> (ask <br> only <br> for <br> MM6= <br> YES) <br> LAST <br> USED | $\begin{aligned} & \hline \text { MM8 } \\ & 1=\text { Yes } \\ & 2=\text { No } \end{aligned}$ <br> REGISTERED ACCOUNT |  | MM8a. (ask only for MM8=YES) <br> PERMITTED TO WITHDRAW |  | MM9 <br> (ask only <br> for MM8= <br> YES) <br> LAST <br> USAGE | MM10. (ask only for MM8=YES <br> IMPORTAN CE | $\begin{aligned} & 2311- \\ & 2216 \\ & 2217- \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Yes | No |  | Yes | No | Yes | No |  |  |  |
| Aircel Money | 1 | 2 |  | 1 | 2 | 1 | 2 |  |  |  |
| Airtel Money | 1 | 2 |  | 1 | 2 | 1 | 2 |  |  | $\begin{aligned} & 2217- \\ & 2222 \end{aligned}$ |
| Beam Money | 1 | 2 |  | 1 | 2 | 1 | 2 |  |  | $\begin{aligned} & 2223- \\ & 2228 \end{aligned}$ |
| Cashpor Microcredit | 1 | 2 |  | 1 | 2 | 1 | 2 |  |  | $\begin{aligned} & 2229- \\ & 2234 \end{aligned}$ |
| Citi Mobile | 1 | 2 |  | 1 | 2 | 1 | 2 |  |  | $\begin{aligned} & 2235- \\ & 2240 \end{aligned}$ |
| Eko Counter | 1 | 2 |  | 1 | 2 | 1 | 2 |  |  | $\begin{aligned} & 2241- \\ & 2246 \end{aligned}$ |
| Fino | 1 | 2 |  | 1 | 2 | 1 | 2 |  |  | $\begin{aligned} & 2247-1 \\ & 2252 \end{aligned}$ |
| Hello Money | 1 | 2 |  | 1 | 2 | 1 | 2 |  |  | $\begin{aligned} & 2253- \\ & 2258 \end{aligned}$ |
| Idea Mycash | 1 | 2 |  | 1 | 2 | 1 | 2 |  |  | $\begin{aligned} & 2259- \\ & 2264 \end{aligned}$ |
| Money on Mobile | 1 | 2 |  | 1 | 2 | 1 | 2 |  |  | $\begin{array}{\|l\|} 2265- \\ 2270 \end{array}$ |
| M-Pesa | 1 | 2 |  | 1 | 2 | 1 | 2 |  |  | $\begin{aligned} & 2271- \\ & 2276 \end{aligned}$ |
| Oxigen | 1 | 2 |  | 1 | 2 | 1 | 2 |  |  | $\begin{aligned} & 2277- \\ & 2282 \end{aligned}$ |

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| Union Bank Money | 1 | 2 | 1 | 2 | 1 | 2 | $\begin{array}{\|l\|} 2283- \\ 2288 \end{array}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Alpha Money | 1 | 2 | 1 | 2 | 1 | 2 | $\begin{aligned} & 2289- \\ & 2294 \end{aligned}$ |
| Other (specify) | 1 | 2 | 1 | 2 | 1 | 2 | $\begin{aligned} & 2311- \\ & 2316 \\ & (2323- \\ & 2324) \end{aligned}$ |
| None | 1 |  | 1 |  | 1 |  | $\begin{array}{\|l\|} \hline 2317- \\ 2322 \end{array}$ |

ASK MM11 ONLY WHERE MM6=YES AND MM8=NO FOR ANY OPTION.OTHERS SKIP TO MM14
MM11.. You said you do not have a registered account with this mobile money provider. How do you access this mobile money service? MULTIPLE CODING POSSIBLE

| READ OUT. ACCEPT MULTIPLE ANSWERS |  | 1 |
| :--- | :---: | :---: |
| Over the counter or by using an agent's <br> account |  | 2 |
| Account of a family member in this household |  | 3 |
| Account of a family member in another <br> household, other relative, friend or a neighbor |  | 4 |
| Account of a workmate or a business partner |  | 5 |
| Other (Specify) |  | $2325-2329$ |

ASK MM14 ONLY IFAT LEAST ONE MOBILE MONEY SERVICE IS SELECTED IN MM6, THAT IS, CODED YES FOR ATLEAST ONE OPTION IN MM6. OTHERS GO TO SFC1.

MM14. Why did you start using mobile money? MULTIPLE CODING POSSIBLE. DO NOT AID WITH LIST. CODE AS PER SPONTANEOUS RESPONSE. PROBE THOROUHGLY

| DO NOT READ. CODE TO FIT. MARK ALL THAT APPLY | MM14 |  |  |
| :--- | :--- | :---: | :---: |
| I had to send money to another person |  | 01 |  |
| I had to receive money from another person |  | 02 |  |
| Somebody requested I opened an account |  | 03 |  |
| I had to send money to an <br> organization/government agency: e.g., had to pay <br> a bill. |  | 04 |  |
| I had to receive money from an <br> organization/government agency: e.g., pension or <br> unemployment payment |  | 05 |  |
| An organization/government agency requested I <br> signed up for an account |  | 06 |  |
| An agent or sales person convinced me |  | 07 |  |
| I saw posters/billboards/radio/TV advertising that <br> convinced me |  | 08 |  |
| A person I know, who uses a bank account, <br> recommended I use it because it is better than <br> other financial instruments I use |  | 09 |  |
| I saw other people using it and wanted to try <br> myself |  | 10 |  |
| I got a discount on airtime |  | 11 |  |
| I got a promotional amount of money to spend if I <br> start using m-money |  | 12 |  |
| Other (Specify) |  | $2330-$ |  |
| 2345 l |  |  |  |

ASK MM16-MM19 TOGETHER FOR FIRST OPTION, THEN ASK MM16-MM19 TOGETHER FOR THE SECOND SERVICE AND SO ON.
MM16. Have you ever used mobile money to do the following...? (Read out). SINGLE CODING PER OPTION

ASK MM18 ONLY FOR OPTIONS FOR WHICH YES=1 IS CODED IN MM16. IF NO IS CODED FOR ALL ACTIVITIES IN MM16, THEN, GO TO MM20.

MM18. What was the minimum amount you ever...(READ THE ACTIVITY MARKED IN MM16), do not include charges or transaction fees? RECORD VERBATIM WITH LEADING ZEROES

MM17. What was the maximum amount you ever... READ THE ACTIVITY MARKED IN MM16), do not include charges or transaction fees? RECORD VERBATIM WITH LEADING ZEROES

MM19 .In the past 30 days, how many times did you use a mobile money account(s) for such financial activities? RECORD VERBATIM WITH LEADING ZEROES

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MM20. Do you use a mobile money account to make the following business payments/purchases? SINGLE CODING PER OPTION


| DO NOT READ. CODE TO FIT. SINGLE ANSWER |  | MM28 |
| :--- | :--- | :---: |
| Out of courtesy |  | 01 |
| The agent is fast |  | 02 |
| I trust this agent |  | 03 |
| Reliability: the agent is always present <br> during work hours |  | 04 |
| Reliability: the agent always has e-float <br> and/or cash to help with my transaction |  | 05 |
| Proximity to where I live |  | 06 |
| Agent is knowledgeable/helpful |  | 07 |
| Agent is friendly and engaged |  | 08 |
| This agent is my personal friend, family <br> member or a relative |  | 09 |
| My family members, friends or workmates <br> use this agent |  | 10 |
| Out of a habit |  | 11 |
| This is the only agent in my area |  | 12 |
| Other (Specify) |  | 13 |
| No particular reason | 14 |  |
|  |  |  |

MM29 Have you ever experienced any of the following issues with any agent? SINGLE CODING PER OPTION

ASK MM30 FOR ALL OPTIONS FOR WHICH YES= 1 IS CODED IN MM29. IF NO IS CODED FOR ALL OPTIONS, THEN SKIP TO MM32
SHOWCARD MM30
MM30. How many times in the past 6 months have you experienced this issue? SINGLE CODING PER OPTION

| READ OUT | MM29. <br> $1=$ Yes <br> $2=$ No | MM30. <br> ASK ONLY FOR <br> MM29 $=$ YES |
| :--- | :--- | :--- | :--- | :--- |

MM32-MM38. Please, tell me about your three (3) most recent attempted transactions with your regular agent, either deposit or withdrawal, in the past 6 months. Start with the most recent one. IF NO TRANSACTIONS IN THE PAST 6 MONTHS SKIP TO MM40.


ASK MM39 ONLY IF NO=2 IS CODED FOR ANY TRANSACTION IN MM38. ELSE SLIP TO MM40
MM39. Why were you unable to complete the financial activity? MULTIPLE CODING POSSIBLE

| DO NOT READ, CODE TO FIT. MARK ALL THAT APPLY | M39 |  |
| :--- | :--- | :---: |
| Technical problems with the network |  | 1 |
| The agent closed for a lunch-break/for the day |  | 2 |
| I did not have a proper ID |  | 3 |
| There was not enough cash |  | 4 |
| There was not enough e-float |  | 5 |
| Idid not have enough money to pay the fee |  | 6 |
| Idid not have enough time to wait |  | 7 |
| Other (Specify) |  | 8 |
| DK/Refused |  | 9 |
|  | $3242-3250$ |  |

## SHOWCARD MM40

MM40. On a scale from 0 (Extremely bad) to 10 (Extremely good), rate the choice of mobile money products available to you through your mobile money account. SINGLE CODING ONLY

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Extremely <br> Bad |  | $3251-$ |  |  |  |  |  |  |  |  |
| 3252 |  |  |  |  |  |  |  |  |  |  |

Subsection V: Satisfaction with financial service providers and products
ASK SFC1 AND SFC2 ONLY IF YES= 1 IS CODED IN FFI1 OR FFI3 (I.E. THOSE WHO HAVE ACCESS TO A BANK ACCOUNT). OTHERS SKIP TO INSTRUCTION BEFORE SFC3

## SHOWCARD SFC2

SFC2. On a scale from 0 (Extremely bad) to 10 (Extremely good), rate the choice of financial options that is available to you now after you gained access to a bank account. SINGLE CODING ONLY

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | | $3253-$ |
| :---: |
| 3254 |

## SHOWCARD SFC1

SFC1. On a scale from 0 (Extremely bad) to 10 (Extremely good), rate the choice of financial options that was available to you before you had access to a bank account. SINGLE CODING ONLY

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Extremely <br> Bad |  | $3254-$ <br> 3256 |  |  |  |  |  |  |  |  |

[^2]after you started using a mobile money service. SINGLE CODING ONLY

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | | $3257-$ |
| :---: |
| 3258 |

## SHOWCARD SFC3

SFC3. On a scale from 0 (Extremely bad) to 10 (Extremely good), rate the choice of financial options that was available to you before you started using a mobile money service. SINGLE CODING ONLY

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Extremely <br> Bad | $3259-$ <br> 3260 |  |  |  |  |  |  |  |  |  |

## SECTION V: OPTIONAL MODULES

Trust in financial instrume nts

ASK ALL
Now, I would like to ask your opinion about various financial organizations and financial instruments.
SHOWCARD TS1
TS1. Tell me if you fully trust, rather trust, rather do not trust or do not trust at all the following institutions. ASK FOR EACH OPTION ONE BY ONE. SINGLE CODING PER OPTION

| READ OUT. SH SCALE. | Fully trust | Rather trust | Rather do not trust | Do not trust at all | Neither trust nor distrust | DK/ <br> Refused |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| State owned banks | 1 | 2 | 3 | 4 | 5 | 6 | 3261 |
| Private banks | 1 | 2 | 3 | 4 | 5 | 6 | 3262 |
| Foreign banks | 1 | 2 | 3 | 4 | 5 | 6 | 3263 |
| Regional rural banks | 1 | 2 | 3 | 4 | 5 | 6 | 3264 |
| Public sector banks | 1 | 2 | 3 | 4 | 5 | 6 | 3265 |
| Customer Service Point/ Banking Correspondent/ Agent | 1 | 2 | 3 | 4 | 5 | 6 | 3266 |
| Village level savings groups | 1 | 2 | 3 | 4 | 5 | 6 | 3267 |
| Chits and chit funds | 1 | 2 | 3 | 4 | 5 | 6 | 3268 |
| M-money services | 1 | 2 | 3 | 4 | 5 | 6 | 3269 |
| M-money agents | 1 | 2 | 3 | 4 | 5 | 6 | 3270 |
| Microfinance institutions (MFI) | 1 | 2 | 3 | 4 | 5 | 6 | 3271 |
| Private lending agencies | 1 | 2 | 3 | 4 | 5 | 6 | 3272 |
| Insurance agencies/broke rs | 1 | 2 | 3 | 4 | 5 | 6 | 3273 |
| Cooperative banks | 1 | 2 | 3 | 4 | 5 | 6 | 3274 |
| Savings collectors | 1 | 2 | 3 | 4 | 5 | 6 | 3275 |
| Post office | 1 | 2 | 3 | 4 | 5 | 6 | 3276 |
| LIC (Life Insurance Corporation of INDIA) | 1 | 2 | 3 | 4 | 5 | 6 | 3277 |
| Tatkal services and other informal services | 1 | 2 | 3 | 4 | 5 | 6 | 3278 |
| Religious funds | 1 | 2 | 3 | 4 | 5 | 6 | 3279 |
| Other (Specify) | 1 | 2 | 3 | 4 | 5 | 6 | 3280 |

## IMRB ONE- BHARAT EK KHOJ- JOB NO 171105264

TS2. Have you ever experienced the following issues while dealing with a bank? ASK FOR EACH OPTION ONE BY ONE. SINGLE CODING PER OPTION

| READ OUT.MARK ALL THAT APPLY |  | Yes | No |
| :--- | :--- | :---: | :---: |
| Lost money due to fraud | 1 | 2 |  |
| Lost money because the bank misplaced it |  | 1 | 2 |
| A bank/MFI employee extorted a bribe from <br> me |  | 1 | 2 |
| A bank/MFI employee overcharged me for <br> the service |  | 1 | 2 |
| A bank/MFI employee was rude and/or <br> disrespectful |  | 1 | 2 |
| I was robbed inside the bank building |  | 1 | 2 |
| I was robbed on my way to or from my bank |  | 1 | 2 |
| I was not able to withdraw/deposit money <br> because the bank did not have enough <br> cash |  | 1 | 2 |
| I was not able to withdraw/deposit money <br> because the bank electronic system was <br> down |  | 1 | 2 |
| I was not able to withdraw/deposit money <br> because the bank was closed on a regular <br> working day |  | 1 | 2 |
| I was not able to withdraw/deposit money <br> because the bank's working hours were too <br> limited |  | 1 | 2 |
| I lost all my money because my bank went <br> bankrupt |  | 1 | 2 |
| Other (Specify) | 2 |  |  |
| Never dealt with a bank | 1 | 2 |  |
| DK/Refused | 1 | $3311-3325$ |  |

TS3. Tell me if you agree or disagree with the following statements... ASK FOR EACH OPTION ONE BY ONE. SINGLE CODING PER OPTION

| READ OUT. SINGLE ANSWER | Agree | Disagree |  |
| :--- | :--- | :---: | :---: |
| Banks act in their customers' best interests |  | 1 | 2 |
| Banks consistently offer high-quality <br> services |  | 1 | 2 |
| Banks are a good solution for all or most <br> practical financial needs |  | 1 | 2 |
| Banks regularly communicate with their <br> consumers about new and existing services |  | 1 | 2 |
| My money is safe with a bank and bank <br> employees/agents |  | 1 | 2 |
| My bank offers a good value for the price I <br> pay for the services |  | 1 | 2 |
| I would be willing to pay premium to be able <br> to use my bank |  | 1 | 2 |
| I recommend my bank to other people |  | 2 |  |

## SHOWCARD TS4

TS4. To your mind, what is the best tool for small to medium monetary transactions such as food purchasing? SINGLE CODING ONLY

## SHOWCARD TS5

TS5. To your mind, what is the best tool for large monetary transactions such as buying land? SINGLE CODING ONLY

| READ OUT. SHOWCARD. SINGLE ANSWER | TS4 | TS5 |  |  |
| :--- | :--- | :---: | :---: | :---: |
| A bank account or a bank deposit |  | 01 | 1 |  |
| Village level savings groups |  | 02 | 2 |  |
| Chits and chit fund |  | 03 | 3 |  |
| Mobile-money services |  | 04 | 4 |  |
| Microfinance institutions (MFI) |  | 05 | 5 |  |
| In cash |  | 06 | 6 |  |
| Self-help Groups (SHG) | 07 | 7 |  |  |
| Agency Banking/Banking <br> correspondent | 08 | 8 |  |  |
| Digital card |  | 09 | 9 |  |
| Cooperatives |  | 10 | 10 |  |
| Savings collectors |  | 11 | 11 |  |
| Other (Specify) |  | 12 | 12 |  |
| DK/Refused | 13 | 13 |  |  |
|  |  |  |  |  |

TS6. To your mind, what are the advantages of keeping money in cash? MULTIPLE CODING POSSIBLE. CODE AS PER SPONTANEOUS RESPONSE. DO NOT AID. PROBE FULLY

## IMRB ONE- BHARAT EK KHOJ- JOB NO 171105264




LN2. You went to the market with 500 INR and you bought 5 kilograms of potatoes at 40 INR per kilogram, how much money would you have in change? SINGLE CODING ONLY

| SINGLE ANSWER |  |  |
| :--- | :--- | :---: |
| Correct answer (300) |  | 1 |
| Any incorrect answer |  | 2 |
| DK/Refused | 3 |  |
|  | 3437 |  |

LN3. If you divide 100 sweets among 10 people evenly, how many would each person get? SINGLE CODING ONLY

| SINGLE ANSWER |  |  |
| :--- | :--- | :---: |
| Correct answer (10) |  | 1 |
| Any incorrect answer |  | 2 |
| DK/Refused | 6 |  |
|  |  |  |

LN4. If a person is paid 2150 INR per day, how much will they earn for 6 days? SINGLE CODING ONLY

| SINGLE ANSWER |  |  |  |
| :--- | :--- | :---: | :---: |
| Correct answer (12900 INR or <br> $2150 X 6)$ |  | 1 |  |
| Any incorrect answer |  | 2 |  |
| DK/Refused |  | 3 |  |
|  |  |  |  |

RESPONDENT INFORMATION SECTION


ASK Q1 FOR ALL MOBILE NUMBERS WHICH RESPONDENT USES (MAY OR MAYNOT OWN THEM) AND IS WILLING TO SHARE DETAILS OF THE SAME

Q1. DO NOT ASK. Record all mobile phone numbers from respondent information box above. RECORD ONE NUMBER IN EACH ROW AND IN CAPITAL LETTERS.

ASK Q2 TO Q5 FOR ALL MOBILE NUMBERS RECORDED IN Q1 ONE BY ONE. FIRST ASK Q2-Q5 FOR $1^{\text {ST }}$ NUMBER, THEN ASK Q2-Q5 FOR $2^{\text {ND }}$ NUMBER AND SO ON

## SHOWCARD Q2

Q2. Think about all the calls that are made from this phone number. How many of those calls are made by you and how many by others? SINGLE CODING ONLY FOR EACH PHONE NUMBER

| LEGEND <br> ONLY. <br> OU <br> DOT CODE <br> NOR <br> HERE | I make all or almost all, the calls from this phone number | Codes |
| :---: | :--- | :---: |
|  | I make more than half of the calls from this phone number | 1 |
|  | I make less than half of the calls from this phone number | 2 |
|  | Other people make almost all the calls from this phone number | 4 |

## SHOWCARD Q3

Q3. Think about all the messages that are made from this phone number. How many of those messages are made by you and how many by others? SINGLE CODING ONLY FOR EACH PHONE NUMBER

|  | Q3 | Codes |
| :---: | :--- | :---: |
| LEGEND <br> ONLY. <br> DO <br> NOT CODE <br> HERE | I make all or almost all the messages from this phone number | 1 |
|  | I make more than half of the messages from this phone number | 2 |
|  |  | I make less than half of the messages from this phone number |
|  | Other people make almost all the messages from this phone number | 4 |

## SHOWCARD Q4

Q4. Think about all the calls that come to this phone number. How many of those calls are for you and how many are for others? SINGLE CODING ONLY FOR EACH PHONE NUMBER

IMRB ONE- BHARAT EK KHOJ- JOB NO 171105264

|  | Q4 | Codes |
| :--- | :--- | :---: |
| LEGEND <br> ONLY. <br> DO <br> OUT <br> NOT <br> HERE | All or almost all the calls to this phone number are for me | 1 |
|  | More than half of the calls to this phone number are for me | 2 |
|  | Less than half of the calls to this phone number are for me | 3 |
|  | Calls to this phone number are almost always for other people | 4 |

SHOWCARD Q5
Q5. Think about all the messages that come to this phone number. How many of those messages are for you and how many are for others? SINGLE CODING ONLY FOR EACH PHONE NUMBER

| LEGEND <br> ONLY. <br> OO <br> NOT CODE <br> HERE | All or almost all the messages to this phone number are for me | Codes |
| :---: | :--- | :---: |
|  | More than half of the messages to this phone number are for me | 1 |
|  | Less than half of the messages to this phone number are for me | 2 |
|  | Messages to this phone number are almost always for other people | 3 |



ASK Q6 IF ANY OF THE OPTIONS 2/3/4 ARE CODED FOR ANY OF THE MOBILE PHONE NUMBERS IN Q2 OR Q3 OR Q4 OR Q5

Q6. Who beside yourself, make or receive calls or messages on this phone number?

| READ OUT. MARK ALL THAT APPLY | YES | NO | 3681 |
| :---: | :---: | :---: | :---: |
| Family member(s) in my household | 1 | 2 |  |
| Family member(s)/ in a different household | 1 | 2 | 3682 |
| Other relative(s) (Specify) | 1 | 2 | 3683 |
| Workmate(s) or a business partner(s) | 1 | 2 | 3684 |
| Neighbor(s), not a relative | 1 | 2 | 3685 |
| Mobile Operator's agent/employee | 1 | 2 | 3686 |
| Friend(s) | 1 | 2 | 3687 |
| People who pay me to make or receive calls and messages | 1 | 2 | 3688 |
| Other (Specify) | 1 | 2 | 3689 |
| None (SINGLE ANSWER) | 1 |  | 3690 |

# INT: (ADMINISTER THE INFORMED CONSENT FORM BELOW TO ALL RESPONDENTS WHO OWN A MOBILE PHONE (CODED 'YES' IN MT1). 

## CHECK MM6. IF CODED YES FOR ANY SERVICE IN MM6, ADMINISTER THE THE INFORMED CONSENT FORM. ELSE SKIP TO THE RESPONDENT INFORMATION SECTION)

## Informed Consent Form to Participate in a Separate Follow-up Study

## FINANCIAL HABITS RESEARCH PROGRAM INFORMED CONSENT FORM

Company: IMRB \&Intermedia
Purpose: You are invited to participate in a study on financial habits conducted by IMRB in India on behalf of InterMedia. The primary objective of the survey is to explore the uptake and usage of digital financial services (DFS) among Indian adults over the next two years and to introduce service improvements to benefit Indian households.
Potential Benefits: By participating in this study, you directly contribute to research aimed at enhancing financial services (for example, services offered by banks or mobile money providers) so that households like yours can take advantage of improved financial products. As we mentioned earlier in the interview, we've selected only 45,000 people in India for this study and the participation of each selected person is very important for the success of the study.
Description of Procedures: For the purpose of this study, we will track and analyze m-money account transactions and voice and airtime usage associated with SIM cards used by you personally. To protect your privacy, we will remove all personal identifying information from your survey responses and mobile data including identifying information for senders and receivers of mobile money.

Confidentiality: InterMedia and IMRB will not disclose any personal information gathered through this study with any third party or without your consent. All information will be treated with the strictest confidence. The consent forms with signatures, your survey responses and the data on your mobile phone activities collected from the Mobile Network Provider will be stored securely and separately from each other to prevent unauthorized access to information that might identify your household.

Potential Risks: There are minimal risks to participation in this study. You will be informed immediately in case of any breach of confidentiality.

Voluntary Participation: Your participation in this follow-up study is entirely voluntary. If you do not want to take part in this followup, there will be no penalty or loss of incentives to which you are entitled through your participation in the survey. It also will not affect your relationship with IMRB.
You retain the right to stop participating at any point. If you choose to stop participating in the study, contact any of the personnel listed in the section "Contact Information" below and inform them of your decision.
Contact Information: Before you decide to accept this invitation to take part in this study, you may ask any questions that you might have. If you have any questions at any time before, during or after your participation you can address them to the interviewer. If you are not satisfied with the answers, feel free to contact Project Manager in India, at 011-42697800.
If you have questions beyond those answered by the research team, you may contact Dr. Anastasia Mirzoyants at +254 720109 183.

Before you sign this form, please ask any questions on any aspect of this study that is unclear to you. You may take as much time as necessary to think it over

| Refused Consent | 1 | Thank \& Go to Photograph consent form |
| :--- | :---: | :--- |
| Granted Consent | 2 | Complete Signature Section Below |

3440

Name of Respondent (WRITE IN CAPTIAL LETTERS)

Signature

## Date

Date

## Photography Consent Form and Literacy Assessment Text

PHOTOGRAPHY CONSENT FORM - Please read carefully
We would like to take some photographs of you and your household. We will include some of the photographs in our reports. We might also publish some of them online on our website.

If you agree to being photographed and to your photograph being published, please sign below

| Refused Consent | 1 | Thank \& Close |
| :--- | :---: | :--- |
| Granted Consent | 2 | Complete Signature Section Below |
|  | 3557 |  |

I,
consent to being photographed for the Financial Inclusion Insights study. I further authorize that the photographs may be published for any purpose and in any form.

| Name of Respondent (WRITE IN <br> CAPTIAL LETTERS) | Signature |  |
| :--- | :--- | :--- |

Name of Person Obtaining Consent Signature Date (Interviewer)


[^0]:    Section AB Interview Information: Interviewer: Complete section

[^1]:    ASK MT10 ONLY IF CODED 1 IN MT8. ELSE SKIP TO G2P1

    ## SHOWCARD MT10

    MT10. Apart from today, when was the last time you used a mobile phone to make a call, send an SMS, make a transaction or for any other activity (radio, games, taking photos etc)? SINGLE CODING ONLY

[^2]:    ASK SFC3 AND SFC4 ONLY IF AT LEAST ONE PROVIDER IS CODED YES= 1 IN MM6 (I.E. THOSE WHO USE A MOBILE MONEY SERVICE). OTHERS SKIP TO INSTRUCTIONS BEFORE TS1.

    ## SHOWCARD SFC4

    SFC4. On a scale from 0 (Extremely bad) to 10 (Extremely good), rate the choice of financial options that are available to you now

