

State Code

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P.C. Code

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A.C. Code

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P.S. Code

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Respondent's Voter list No.

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Centre for the Study of Developing Societies  
29, Rajpur Road, Delhi - 110054, India

**NATIONALELECTIONSTUDY - 2014**  
**PRE POLL**

**F1.** State Name: **KERALA**

**F2.** P.C. Name: \_\_\_\_\_

**F3.** A.C. Name: \_\_\_\_\_

**F4.** P.S. Name: \_\_\_\_\_

**F5.** Name of the Respondent: \_\_\_\_\_

**F6.** Address of the respondent (*Give landmark*): \_\_\_\_\_  
\_\_\_\_\_

**F7.** Date of interview (*dd/mm/yyyy*): \_\_\_\_\_

**F8.** Time of starting the interview: \_\_\_\_\_

**F9.** Name of the Investigator (*Please code your roll no. in the Box*): \_\_\_\_\_

**INVESTIGATOR'S INTRODUCTION AND STATEMENT OF INFORMED CONSENT**

*My name is \_\_\_\_\_ and I have come from Centre for the Study of Developing Societies (also give your University's reference), a social science research organization in Delhi. We are conducting a national survey on the opinion of people on politics and interviewing thousands of people across the country. The findings of this survey will be used for television programmes and writing articles in newspapers.*

*This survey is an independent study and is not linked to any political party or government agency. Whatever information you provide will be kept strictly confidential.*

*Participation in this survey is voluntary and it is entirely up to you to answer or not answer any question that I ask. We hope that you will take part in this survey since your participation is important. It usually takes 30 to 35 minutes to complete this interview. Please spare some time for the interview and help me in successfully completing the survey.*

**F10.** May I begin the interview now?

1. Respondent agrees to be interviewed

2. Respondent does not agree to be interviewed

**INTERVIEW BEGINS**

- Z1.** What is your age? \_\_\_\_\_ (*in completed years*) 98. No Response (*Code 95 for 95 yrs & above*)
- Z2.** Gender: 1. Male 2. Female
- Z3.** What is your marital status? 1. Married  
2. Married, gauna not performed (*Married but not started living together*)  
3. Widowed 4. Divorced 5. Separated  
6. Deserted 7. Never married/Single 8. No Response
- Q1.** Will you vote in the coming Lok Sabha elections?  
2. Yes 1. No 3. Not heard about Lok Sabha elections 8. Don't know (DK)
- Q1a.** (*If yes in Q1*) Will you definitely vote in any condition or is it possible that you may not be able to vote for some reason? 1. Definitely vote 2. Might not vote for some reason  
8. DK 9. Not Applicable (NA)
- Q2.** If Lok Sabha elections are held tomorrow which party will you vote for? Please mark your vote on this slip and put it in this box. If you don't find the symbol of the party you will vote for, please mark your vote in the blank space given below (*Supply White dummy ballot paper and explain the procedure. Record answer later and consult codebook for party codes*)  
\_\_\_\_\_ 98. DK/Can't say (CS) 99. No response (NR)
- Q3.** (*If 'Voted' in Q2*) The party for which you voted now, will you vote for the same party on the day of voting or your decision may change?  
1. Vote for the same party 2. Decision may change 8. DK/CS/NR 9. NA
- Q4.** Who would you prefer as the Prime Minister of the country after the Lok Sabha election? (*Do not offer any name & record exact answer. Consult codebook later for coding*)  
\_\_\_\_\_ 98. DK/CS/NR
- Q5.** People have different considerations when they go out to vote. What will be the most important consideration for you when you vote in the Lok Sabha election – local Candidate, Party or the Prime Ministerial candidate of a party?  
1. Local Candidate 2. Party 3. Prime Ministerial candidate  
4. Other (specify) \_\_\_\_\_ 8. DK/CS/NR
- Q6.** Are you satisfied or dissatisfied with the performance of the Congress-led UPA government at the Centre over the last five years? (*Probe further whether 'fully' or 'somewhat' satisfied or dissatisfied*) . 1. Fully satisfied 2. Somewhat satisfied 3. Somewhat dissatisfied  
4. Fully dissatisfied 8. DK/CS/NR
- Q7.** Who among these would you hold **most** responsible for UPA government's poor condition today – Sonia Gandhi, Prime Minister Manmohan Singh, Rahul Gandhi, UPA's ministers or UPA's allies?  
01. Sonia Gandhi 02. Manmohan Singh 03. Rahul Gandhi 04. UPA's ministers  
05 UPA allies 06. Sonia and Rahul 07. Manmohan and Sonia  
08. Manmohan and Rahul 09 Manmohan, Sonia and Rahul 10. PM & Ministers/Govt  
11. All 12. No one 13. Other \_\_\_\_\_ 98. DK/CS
- Q8.** What will be the **single most important** issue for you when you vote in the 2014 Lok Sabha election? (*Record first answer and consult code book for coding later*)  
\_\_\_\_\_ 98. DK/CS/NR

**Q9.** In your opinion so far which party's election campaign has raised your issues and problems the most? *(Record the party name and code from the codebook. You can take upto two responses, but don't force the respondent to give two or more responses)*

|    |                          |                          |
|----|--------------------------|--------------------------|
| a. | <input type="checkbox"/> | <input type="checkbox"/> |
| b. | <input type="checkbox"/> | <input type="checkbox"/> |

a. \_\_\_\_\_ 98. Can't say 99.NA

b. \_\_\_\_\_ 98. Can't say 99.NA

**Q10.** If you had to choose between Narendra Modi and Rahul Gandhi as the next Prime Minister of India, who would you choose?

1. Rahul Gandhi 2. Narendra Modi  
3. Any one would do 4. Neither 8. DK/CS

**Q11.** People have different opinions on Aam Aadmi Party leader Arvind Kejriwal's politics. Some people believe that Arvind Kejriwal is doing nothing but drama keeping in mind the 2014 Lok Sabha elections, while others believe that he is genuinely concerned about the issues concerning the common man.

- What is your opinion? 1. Doing only drama 2. Is genuinely concerned  
3. Does drama but is genuinely concerned as well 4. I don't care 8. Can't say

**Q12.** While voting, some people give more importance to the work done by the state government in Thiruvananthapuram while others give more importance to the work done by the central government in Delhi. While voting in the 2014 Lok Sabha election, what will matter to you the most?

1. Central government in Delhi 2. State government 3. Both  
4. Interested in neither 7. Other (*Specify*) \_\_\_\_\_ 8. Can't say

**Q13.** Now I will read out a few statements regarding Narendra Modi. Please tell me whether you agree or disagree with each of them. *(Probe further whether strongly or somewhat agree or disagree).*

Agree                      Disagree                      DK/CS/NR  
 Strongly Somewhat Somewhat Strongly

a.

a. Narendra Modi should apologise for the 2002 Gujarat riots. 1 2 3 4 8

b.

b. Narendra Modi has become more nationally acceptable than Atal Bihari Vajpayee. 1 2 3 4 8

c.

c. Narendra Modi is misusing the name of Sardar Patel for political gains. 1 2 3 4 8

d.

d. Narendra Modi will be able to improve ties with Pakistan. 1 2 3 4 8

e.

e. Narendra Modi is arrogant and only talks about himself. 1 2 3 4 8

**Q14.** Has any political party or candidate contacted you through a phone call or recorded voice or SMS in the last one month? 2. Yes 1. No 8. Don't remember

**Q14a.** *(If yes)* Which party? *(Record upto 2 answers but don't force them to give 2 answers)*

a.

a. \_\_\_\_\_ 98. CS 99. NA *(Consult party codes for coding)*

b.

b. \_\_\_\_\_ 98. CS 99. NA *(Consult party codes for coding)*

**Q15.** Now I will read out a few statements regarding Rahul Gandhi. Please tell me whether you agree or disagree with each of them? (*Probe further whether strongly or somewhat agree or disagree*).

Agree                      Disagree                      DK/CS/NR  
 Strongly   Somewhat   Somewhat   Strongly

- |    |                          |  |   |   |   |   |   |
|----|--------------------------|--|---|---|---|---|---|
| a. | <input type="checkbox"/> | a. Rahul Gandhi is competent to be the PM of the country.  | 1 | 2 | 3 | 4 | 8 |
| b. | <input type="checkbox"/> | b. Rahul Gandhi is only promoting young leaders with a dynastic background.  | 1 | 2 | 3 | 4 | 8 |
| c. | <input type="checkbox"/> | c. The older leaders within the Congress are not letting Rahul Gandhi reform the Congress party.   | 1 | 2 | 3 | 4 | 8 |
| d. | <input type="checkbox"/> | d. Rahul Gandhi is fully responsible for the Congress party's poor condition today.  | 1 | 2 | 3 | 4 | 8 |
| e. | <input type="checkbox"/> | e. The Congress party's chances in the Lok Sabha elections would have been better if Priyanka Gandhi was the leader instead of Rahul Gandhi. | 1 | 2 | 3 | 4 | 8 |

**Q16.** Thinking of how you (**or your family, in the case of first time voters**) have voted in the last four-five elections, how would you describe yourself? Which party's traditional supporter are you? (**Record name & consult party codes**) \_\_\_\_\_ 97. Not a supporter of any one party    98. DK

**Q17.** In your opinion which State in India is doing best on development indicators? (**Record answer and consult state codes for coding**) \_\_\_\_\_ 98. CS

**Q18.** Can you tell me which party does your current MP belong to? \_\_\_\_\_ 98. DK  
(Do not offer any name & record exact answer. Consult party codes for coding)

**Q19.** Are you satisfied or dissatisfied with the work done by the Lok Sabha MP from your constituency over the last five years? (*Probe further whether 'fully' or 'somewhat' satisfied or dissatisfied*)

1. Fully Satisfied                      2. Somewhat Satisfied                      3. Somewhat dissatisfied  
 4. Fully dissatisfied                      8. DK/CS/NR

**Q20.** How often has your MP visited your village/mohalla/colony in the last five years - many times, 4-5 times, 2-3 times, once or never?

1. Many times                      2. 4-5 times                      3. 2-3 times  
 4. Once                      5. Never                      8. Can't say

**Q21.** The government of India has instituted a policy of reserving seats in educational institutions and government jobs. In your opinion should reservations be continued in both education and jobs, only jobs or only education?

1. Both education and jobs                      2. Only jobs                      3. Only education  
 4. Nowhere/oppose reservation                      8. CS

**Q22.** In your opinion should the government of India extend the reservations to ...

- |    |                          |  |        |       |       |
|----|--------------------------|--|--------|-------|-------|
| a. | <input type="checkbox"/> | a. Private sector jobs?                    | 2. Yes | 1. No | 8. CS |
| b. | <input type="checkbox"/> | b. Privately run educational institutions? | 2. Yes | 1. No | 8. CS |

**Q23.** In your opinion should the government reserve seats in educational institutions for the following communities or provide them with scholarships? **Reserve seats    Scholarships    Both    Neither    DK**

- |    |                          |                                 |   |   |   |   |   |
|----|--------------------------|---------------------------------|---|---|---|---|---|
| a. | <input type="checkbox"/> | a. Dalits                       | 1 | 2 | 3 | 4 | 8 |
| b. | <input type="checkbox"/> | b. Adivasis                     | 1 | 2 | 3 | 4 | 8 |
| c. | <input type="checkbox"/> | c. Muslims                      | 1 | 2 | 3 | 4 | 8 |
| d. | <input type="checkbox"/> | d. Other Backward Classes (OBC) | 1 | 2 | 3 | 4 | 8 |

|             |                          |   |                     |                         |                   |              |
|-------------|--------------------------|---|---------------------|-------------------------|-------------------|--------------|
| <b>Q24.</b> |                          | How would you rate the following government in terms of corruption - are they very corrupt, somewhat corrupt or not at all corrupt? | <b>Very corrupt</b> | <b>Somewhat corrupt</b> | <b>Not at all</b> | <b>DK/CS</b> |
| a.          | <input type="checkbox"/> | a. Kerala's Congress led UDF government   | 1                   | 2                       | 3                 | 8            |
| b.          | <input type="checkbox"/> | b. Congress-led UPA govt at Centre  | 1                   | 2                       | 3                 | 8            |

**Q25.** People have different opinions regarding the Naxalites. I will read out some of those. Please tell me, with which one do you agree the most? (*Read out answer categories 1 to 3*)

1.The naxalite spread needless violence  
 2.The naxalites struggle for the rights of the poor  
 3.Their demands are genuine but their methods are wrong  
 4. Not heard  
 8. No Opinion

**Q26.** If the Congress party is not in a position to form the government after the election along with its existing allies then what should it do - should it sit in the opposition, should it provide outside support to a Third Front government or should it try to form a coalition government with support from other parties ?

1. Sit in opposition  
 2. Support a third front govt  
 3. Try to form a coalition govt  
 4. Other \_\_\_\_\_  
 8. Can't say

**Q27.** Now I will read out a few statements. Please tell me whether you agree or disagree with each of them (*Probe further whether strongly or somewhat agree or disagree*).

|    |                          |   |                 |                 |                 |   |   |
|----|--------------------------|---|-----------------|-----------------|-----------------|---|---|
|    |                          |   | <b>Agree</b>    | <b>Disagree</b> | <b>DK/CS/NR</b> |   |   |
|    |                          |   | <b>Strongly</b> | <b>Somewhat</b> | <b>Strongly</b> |   |   |
| a. | <input type="checkbox"/> | a. If the government offices have fewer employees, the government would be able to do its job more effectively.   | 1               | 2               | 3               | 4 | 8 |
| b. | <input type="checkbox"/> | b. If foreign companies invest in shops and factories it will bring prosperity for people like you.               | 1               | 2               | 3               | 4 | 8 |
| c. | <input type="checkbox"/> | c. The government should actively help private companies (shops and factories) in the growth of their businesses. | 1               | 2               | 3               | 4 | 8 |

**Q28.** In your opinion do TV news channels favour some political leaders in their programmes?

2. Yes                      1. No                      8. CS

**Q28a.** (*If yes in Q28*) In favour of which political leader? (*Record upto 2 answers but don't force them to give 2 answers*)

|    |                          |                          |   |
|----|--------------------------|--------------------------|---|
| a. | <input type="checkbox"/> | <input type="checkbox"/> | a. _____ 98. CS      99. NA      ( <i>Consult PM codes for coding</i> ) |
| b. | <input type="checkbox"/> | <input type="checkbox"/> | b. _____ 98. CS      99. NA      ( <i>Consult PM codes for coding</i> ) |

**Q29.** How regularly do you do the following for News – daily, sometimes, rarely or never?

|    |                          |                               |              |                  |               |              |              |
|----|--------------------------|-------------------------------|--------------|------------------|---------------|--------------|--------------|
|    |                          |                               | <b>Daily</b> | <b>Sometimes</b> | <b>Rarely</b> | <b>Never</b> | <b>CS/NR</b> |
| a. | <input type="checkbox"/> | a. Watch TV                   | 1            | 2                | 3             | 4            | 8            |
| b. | <input type="checkbox"/> | b. Listen to the radio        | 1            | 2                | 3             | 4            | 8            |
| c. | <input type="checkbox"/> | c. Read newspaper             | 1            | 2                | 3             | 4            | 8            |
| d. | <input type="checkbox"/> | d. Use the internet/go online | 1            | 2                | 3             | 4            | 8            |

**Q30.** Do you have the following accounts? *Q30a (If yes)* How frequently do you use them - daily, sometimes, rarely or never?

|    |                          |                     |           |                      |              |                  |               |              |              |             |
|----|--------------------------|---------------------|-----------|----------------------|--------------|------------------|---------------|--------------|--------------|-------------|
|    |                          | <b>Yes</b>          | <b>No</b> | <i>Q30a (If yes)</i> | <b>Daily</b> | <b>Sometimes</b> | <b>Rarely</b> | <b>Never</b> | <b>CS/NR</b> | <b>N.A.</b> |
| a. | <input type="checkbox"/> | a. Facebook account | 2         | 1                    | 1            | 2                | 3             | 4            | 8            | 9           |
| b. | <input type="checkbox"/> | b. Twitter account  | 2         | 1                    | 1            | 2                | 3             | 4            | 8            | 9           |
| c. | <input type="checkbox"/> | c. Email account    | 2         | 1                    | 1            | 2                | 3             | 4            | 8            | 9           |

**Kerala State Specific Questions**

**Q31.** If Assembly elections are held in Kerala tomorrow which party will you vote for? Please mark your vote on this slip and put it in this box. If you don't find the symbol of the party you will vote for, please mark your vote in the blank space given below (*Supply Yellow dummy ballot paper and explain the procedure. Record answer later and consult codebook for party codes*)

98. DK/CS 99. NR

**Q32.** Are you satisfied or dissatisfied with the performance of the Congress led UDF state government in Kerala over the last three years? (*Probe further whether 'fully' or 'somewhat' satisfied or dissatisfied*).  
 1. Fully satisfied 2. Somewhat satisfied 3. Somewhat dissatisfied  
 4. Fully dissatisfied 8. DK/CS/NR

**KLQ1.** Have you heard about the Aam Admi Party (AAP)? 2. Heard 1. Not heard

**KLQ1a.(If heard)** How likely are you to vote for AAP, if AAP contests from your Lok Sabha constituency – very likely, somewhat likely or not at all?  
 1. Very Likely 2. Somewhat likely 3. Not at all  
 8. CS 9. NA

**Q33.** Are you satisfied or dissatisfied with the performance of Oommen Chandy as the Chief Minister of Kerala? (*Probe further whether 'fully' or 'somewhat' satisfied or dissatisfied*).  
 1. Fully satisfied 2. Somewhat satisfied 3. Somewhat dissatisfied  
 4. Fully dissatisfied 8. DK/CS/NR

**KLQ2.** Have you heard/read about the G Kasturirangan committee report regarding the Western Ghats?  
 2. Heard 1. Not Heard

**KLQ2a.(If heard)** Do you think the Central government should withdraw the restrictions imposed on industrial and mining activities in some of Kerala villages based on G. Kasturirangan committee's recommendations?  
 2. Yes 1. No 8. Can't say 9. NA

**KLQ3.** Should CPI (M) leader V S Achuthanandan have accepted Arvind Kejriwal's invitation to join the Aam Aadmi Party? 2. Yes 1. No 8. Can't say

**KLQ4.** Which party according to you is affected more by factionalism – Congress or CPI (M)?  
 1. Congress 2. CPM 3. Both 4. Neither 8. D.K./CS

**KLQ5.** If we compare the UDF and the LDF government – which Front according to you is..

|    |                                    | UDF | LDF | Both | Neither | DK/CS |
|----|------------------------------------|-----|-----|------|---------|-------|
| a. | a. More corrupt                    | 1   | 2   | 3    | 4       | 8     |
| b. | b. Better for Kerala's development | 1   | 2   | 3    | 4       | 8     |
| c. | c. Better for Farmers              | 1   | 2   | 3    | 4       | 8     |

**KLQ6.** Now I will ask you about the some of the recent decisions of the UDF government regarding two cases. Do you support or oppose these decisions? Support Oppose Can't say

|    |  |   |   |   |
|----|--|---|---|---|
| a. | a. Decision of UDF govt. to fight the Lavalin corruption case against Pinarayi Vijayan.  | 1 | 2 | 8 |
| b. | b. UDF government's decision to hand over the probe of a political conspiracy in the T P Chandrasekharan murder case to the CBI. | 1 | 2 | 8 |

**KLQ7.** In your locality which political party indulges in communal activities the **most**?

(Consult codebook for coding) (Record upto 2 answers but don't force them to give 2 answers)

a. \_\_\_\_\_ 98. Can't say 99. NA  
 b. \_\_\_\_\_ 98. Can't say 99. NA

**Q34.** Should the Congress-led UPA government at the Centre get another chance after the 2014 Lok Sabha election? 2. Yes 1. No 8. DK/CS/NR

|                        |
|------------------------|
| <b>BACKGROUND DATA</b> |
|------------------------|

|                             |
|-----------------------------|
| <b>Personal Information</b> |
|-----------------------------|

**Z4.** Up to what level have you studied? \_\_\_\_\_  
*(Record exactly and consult code book)* 9. No response

**Z5.** What is your main occupation? \_\_\_\_\_ 98. No response  
*(Record exactly and consult codebook & if retired, try to ascertain his/her previous occupation. If student or housewife, then note down that as well)*

**Z5a.** Are you the main earner of your household? 2. Yes 1. No

**Z5b.** *(If No in Z5a)* What is the occupation of the main earner of your household? \_\_\_\_\_  
 \_\_\_\_\_ 99. NA *(Record exactly and consult codebook for coding)*

**Z6.** **Z6.** What is your Caste/Jati-biradari/Tribe name? \_\_\_\_\_ *(Consult code book for code)*

**Z6a.** And what is your caste group? *(Double check and consult code book)*  
 1. Scheduled Caste (SC) 2. Scheduled Tribe (ST)  
 3. Other Backward Classes (OBC) 4. Other

**Z7.** What is your religion? 1. Hindu 2. Muslim 3. Christian 4. Sikh 5. Buddhist/Neo Buddhist  
 6. Jain 7. No religion 9. Others *(Specify)* \_\_\_\_\_

**Z8.** Do you have ration card? 1. Above Poverty Line 2. Below Poverty Line 3. Antyodaya 4. Annapurna  
 5. Do not have 6. Had, but lost it 7. Any other *(Specify)* \_\_\_\_\_ 8. NR

**Z9.** Which language do you use **the most** for the following? *(Record answer and consult language codes from codebook for coding)*

a.   **a.** For conversing at home/speaking with family members \_\_\_\_\_ 98. No response  
 b.   **b.** For watching TV news \_\_\_\_\_ 98. No response  
 c.   **c.** For reading the newspaper \_\_\_\_\_ 98. No response

|                              |
|------------------------------|
| <b>Household Information</b> |
|------------------------------|

**Note:** *Hereafter any reference to household would mean 'normal household' defined as a house where family members live. If Respondent refers to an 'institutional household', for example old age homes, hostels, religious institutions, etc, ask about household back home.*

**Z10.** Area/Locality: 1. Village 2. Town (Below 1 lakh)  
 3. City (Above 1 lakh) 4. Metropolitan City (Above 10 lakh)

**Z10a.** *(If Town/City/Metropolitan)* Type of house where Respondent lives  
 1. House/Flat/Bungalow 2. House/Flat with 3 or 4 bedrooms with 5 or more bedrooms  
 3. House/Flat with 2 bedrooms 4. Houses/Flat with 2 Pucca rooms  
 5. House with 1 Pucca room 6. Mainly Kutch house 7. Slum/Jhuggi Jhopri 9. NA.

**Z10b. (If village)** Type of house where Respondent lives

1. Pucca (both wall and roof made of pucca material)
2. Pucca-Kutchha (Either wall or roof is made of pucca material and other of kutchha material)
3. Kutchha (both wall and roof are made of kutchha material other than materials mentioned in category 4)
4. Hut (both wall and roof made of grass, leaves, mud, un-burnt brick orbamboo)                      9. NA.

**A      C**

 

**Z11.** Total No. of family members living in the household: Adults: \_\_\_ Children: : \_\_\_ *(If more than 9, Code 9)*

**Z12.** Do you or members of your household have the following:

|    |                             | Yes | No |
|----|-----------------------------|-----|----|
| a. | a. Car/Jeep/Van             | 1   | 2  |
| b. | b. Scooter/Motorcycle/Moped | 1   | 2  |
| c. | c. Airconditioner           | 1   | 2  |
| d. | d. Computer/laptop          | 1   | 2  |
| e. | e. Microwave                | 1   | 2  |
| f. | f. Washing machine          | 1   | 2  |
| g. | g. Fridge                   | 1   | 2  |
| h. | h. TV                       | 1   | 2  |
| i. | i. Mobile phone             | 1   | 2  |
| j. | j. LPG gas                  | 1   | 2  |
| k. | k. Pumping set              | 1   | 2  |
| l. | l. Tractor                  | 1   | 2  |

|    |                      |                      |
|----|----------------------|----------------------|
| a. | <input type="text"/> | <input type="text"/> |
| b. | <input type="text"/> | <input type="text"/> |
| c. | <input type="text"/> | <input type="text"/> |

**Z13. (If Rural)** Livestock **Total Number**

- a. Goat /sheep: \_\_\_\_\_
- b. Cow/Oxen /buffalo/Camel: \_\_\_\_\_
- c. Any other: \_\_\_\_\_

**Z14.** Total monthly household income - putting together the income of all members of the household?

\_\_\_\_\_

*(Record exact amount in Rupees. If respondent does not give any amount then record 000000)*

     

Mobile/Telephone number of the respondent \_\_\_\_\_