

**Government of Assam.
Election Department, Dispur.**

Notice

Date: 3rd November, 2015.

No.ELE.59/2013/Part-I/39: Expression of Interest (EOI) is invited from the intending Organization/Firm of repute and having adequate experience of conducting social and public surveys, for conduct of Baseline Survey and end line survey on Knowledge, Attitude and Practices (KAP) of voters of Assam.

The survey shall have to be undertaken at least in 7(seven) districts across the state covering total 3000 samples on Knowledge, Attitude and Practices (KAP) of voters of Assam and also to track the efficacy of the various interventions undertaken by the Election Commission of India and Election Department of the State. The sample of standard questionnaire for the survey shall be provided from the Election Department, Assam, Dispur.

The Expression of Interest EOI in sealed cover affixing Court fee stamp of Rs. 8.25 (Rupees eight and twenty five paisa) only shall have to be submitted in the Election Department, Block-C, 4th Floor, Assam Secretariat, Dispur, on or before 17th November, 2015 up to 3.00 PM. The quotation of EOI shall be open on the same day at 4.00 PM.

For any clarification/correspondence and for details about the EOI please contact:

CHIEF ELECTORAL OFFICER, ASSAM
BLOCK-C, 4TH FLOOR, BLOCK,
ASSAM SECRETARIAT, DISPUR, GUWAHATI-781006
PHONE NO: 0361-2261465
Fax: 0361-2261330
EMAIL: ceo_assam@eci.gov.in
Details relating to the EOI are also available on the CEO Assam website <http://ceoassam.nic.in> .

Sd/-
**Deputy Secretary to the Govt. of Assam
Election Department & Joint CEO, Assam.**

DETAILS ABOUT EXPRESSION OF INTEREST (EOI) FOR BASELINE AND ENDLINE SURVEY ON KNOWLEDGE, ATTITUDE AND PRACTICES (KAP):

1. IMPORTANT DATES

Last date of submission of EOI : 17th November, 2015 at 3.00 PM.

Opening of quotation of EOI : 17th November, 2015 at 4.00 PM.

2. FOR CLARIFICATION/CORRESPONDENCE PLEASE CONTACT:

CHIEF ELECTORAL OFFICER, ASSAM

BLOCK-C, 4TH FLOOR, BLOCK,

ASSAM SECRETARIAT, DISPUR, GUWAHATI-781006

PHONE NO: 0361-2261465

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3. OBJECTIVE OF THE KAP SURVEY

1.1. Understand the extent and level of the knowledge, attitude and practices of voters and reasons of participation and non-participation of registered voters in the election/voting process covering the following aspects:

- Understand the reasons for people not coming forward for enrolment;
- Understand the underlying reasons for low voter turnout in previous elections in the state and to identify the barriers to voting;
- Identify the demographics of elector segments with lower enrollment and lower participation during polls:
- Suggest logical and plausible measures to ensure higher enrolment and high voter turnout based on the outcome of the survey
- Also to measure the efficacy of various intervention undertaken by the ECI and the Election Department of the state.

1.2 Identify an agency that is willing to undertake a Baseline Survey in the state of Assam with the above objectives in mind and make detailed process documentation through an End line Study incorporating therein suggestions on viable, innovative and cost effective measures to address the issues that emerge from the Baseline Survey. Such agency must fulfil the following conditions:

- The Agency should be of repute and should have a proven track record in the field of Social Marketing and Research with adequate prior experience of doing social and public surveys;
- The Agency should have skilled and experienced field-staff/manpower to conduct the survey. The team of surveyors should comprise of senior staff possessing good analytical skills and must be led by a team Leader and have key senior persons to guide them;
- The Survey team members of the Agency must be well versed in local languages/etiquettes so as to be able to elicit free and frank responses from the sample of the people covered by the survey;

- The Agency must be able to maintain strict confidentiality regarding the survey details and its findings.
- The Agency should document the entire survey process in a lucid manner. The Sample Chapter Plan, Sampling Methodology and Terms of Reference for the Survey Agency is enclosed as **ANNEXURE-1**.
- Guide line to be followed by the agency during whole process of the Survey is enclosed as **ANNEXURE-2**.
- The time line for the completion of Baseline survey is fixed on 25th December, 2015 and the report of the Baseline Survey is to be submitted by 10th of January, 2016. The end line survey shall be conducted immediately after general assembly election-2016 in Assam and report submitted within 30 days of declaration of result. The Agency should have to be submitted their willingness to fulfil the assignment as per this timeline, in their proposals. Penalty will be charged @ Rs.5000/- per week for delay in adhering to the timelines.
- The total size of the sample that it process to utilize for the survey is 3000 in 7(seven) different districts in Assam and affirm that the sample size chosen in each district will accurately reflect the ground situation. The name of the district where the survey is to be conducted shall be provided from the Election Department immediately after finalization of the contract.

4. SCOPE OF WORK

- The scope of work includes those mentioned in the objective under clause 1.1 in Para-3;
- The Agency will identify the LA Constituencies from the allotted districts where the voter turnout and the Elector Population ratio(EP) has been comparatively low and interview randomly selected persons across the identified Constituencies in the standard questionnaire sample of the which is annexed with this document as ANNEXURE-3.
- The Agency will make detailed process documentation through an End line Survey immediately after the elections. The standard questionnaire for the Study is annexed as ANNEXURE-4.

5. HOW TO EXPRESS INTEREST

Organizations willing to undertaken. Baseline Survey of Voters' knowledge, attitude and practices in Assam shall express their interest individually by detailing the following:

- Company profile along with Registration Certificate of the organization.
- Price Bid.
- List of Projects undertaken and implemented, preferably identifying relevance to each of the EOI objectives;
- Company turnover in the LAST THREE financial years in social marketing/survey activities and services.
- Technology Options and proposed approach to implementation of the survey;
- Scheme Implementation/ Implementation methodology ;
- EMD for Rs.10,000/-
- CST/VAT/TIN/Service Tax Registration Certificate, PAN/GIR Card of the organization and Income Tax return filed by the Organization.

6. CONCLUSIONS OF EOI

Organization/ Agency for conducting the Survey on Voters' knowledge, attitude and practices in Assam will be shortlisted solely at the discretion of the Chief Electoral Officer, Assam, based on the following:

- Financial strength of the organization;
- Experience of having successfully implemented surveys of comparable magnitude;
- Capability to implement projects successfully in the Chosen objective
- Viability, cost affordability;
- Implementation schedule;
- Suitability of the proposed model.

The shortlisted organizations will be given directions and necessary inputs for undertaking the survey.

Date : 02.11.2015.

Place : Dispur.

**Sd/-
Deputy Secretary to the Govt. of Assam
Election Department & Joint CEO, Assam.**

FORMAT OF EXPRESSION OF INTEREST

No.....

Date.....

To,

THE CHIEF ELECTORAL OFFICER ASSAM
BLOCK - C, 4TH FLOOR,
ASSAM SECRETARIAT,
DISPUR, GUWAHATI- 781006
ASSAM.

Dear Sir,

1. Having examined the Request for Expression of Interest (EOI) vide number ELE..... dated..... the receipt of which is hereby acknowledged and we, the undersigned, submit our offer in full conformity with the said request for EOI.
2. We undertake, if our bid is accepted, to submit offer and execute the work as and when asked by the Chief Electoral Officer Assam to its best satisfaction
3. We have read the provisions of EOI and confirm that these are acceptable to us. All necessary clarifications, if any, have been sought for by us and duly clarified in writing, by the Chief Electoral Officer, Assam. We understand that any other ambiguous clauses in the EOI, if any, are subject to the interpretation of the Chief Electoral Officer, Assam.
4. If our bid is accepted, we assure guaranteed performance as required by Chief Electoral Officer Assam from time to time.
5. We agree to abide by this bid, consisting of this letter, the Price Bid, EMD and Attachments enclosed to this Bid Form, for period of bid validity from the date fixed for submission of bids, and shall remain binding upon us and may be accepted by you at any time before the expiration of that period.
6. Until the final Contract is prepared and executed between us, this EOI, together with your written acceptance of the EOI and your notification of award, shall constitute a binding contract between us.

Dated this day of (*month*) (*year*)

Signed.....

In the Capacity of (*Designation*)

Duly authorized to sign this bid for and on behalf of (*name of the Bidder*).

List of document to be attached along with the EOI:

ATTACHMENT #1

General Information about the BIDDER

1. Name of Bidder :
2. Address :
3. Registration No :
4. Telephone Number :
5. Fax Number :
6. Email :
7. Website :
8. Legal status :
9. Date of Establishment :
10. Relevant Quality Certifications attained by Firm, if any (please annex) :
11. Contact person Detail :
Name :
E-mail :
Phone :
12. EMD Details :

Signature and Seal of Bidder

ATTACHMENT #2

Price Bid:

Name of the organization	Type of the Survey	Rate offer for per sample (In Rs.)	Total cost (In Rs)
1	2	3	4
	Base Line Survey (3000 samples)		
	End Line Survey (3000 samples)		
	Total		

Signature and Seal of Bidder

ATTACHMENT #3

List of survey projects successfully undertaken, including name of the Commissioning authority, time taken for completion and the project cost (annex end user certificate if available).

Signature and Seal of Bidder

ATTACHMENT #4

Particular of the Company turnover in the LAST THREE financial years in social marketing/survey activities and services.

Signature and Seal of Bidder

ATTACHMENT #5

Detailed Technical Proposal and Project Management plan meeting the EOI requirements covering detailed specifications of approach, manpower availability and their capacity , size of enumeration terms and their management, size of the sample , timelines for separate activities and cost of the project.

Signature and Seal of Bidder

ATTACHMENT #6

EMD Draft details (Amount, Number, Date, Bank on which drawn).

Signature and Seal of Bidder

ATTACHMENT #7

Copy of CST/VAT/TIN/Service Tax Registration Certificate, PAN/GIR Card of the organization and Income Tax return filed by the Organization.

Signature and Seal of Bidder

ATTACHMENT #8

Letter of authorization for person representing the organization.

Signature and Seal of Bidder

ATTACHMENT #9

Any other relevant matter.

Signature and Seal of Bidder

Appendix D: Sample Chapter Plan (with Sample Tables)

Table of Contents

Tables and Figures

Acknowledgements

Summary of Findings/Executive Summary

1. Chapter one: Introduction

The objective of this chapter is to introduce the study, detail the research design and outline the research method according to which the project was implemented.

1.1. Background of the Study

This section will provide context to the research.

1.2. Research Objectives

The overall objectives of the study will be listed in this section. These will be defined from the terms of reference provided by ECI and can be expanded by the research institute, as the case might be.

1.3. Research Design

This section will describe the exact research method that was adopted to answer the research objectives outlined in Section 1.2

1.3.1. Geographical Coverage

This sub-section will specify how the total sample size was spread across the state. Ideally, a map portraying the assembly constituencies/districts (or the appropriate sampling unit) sampled should be provided.

For illustration purposes, consider the following hypothetical example where the survey was conducted only in Seraikela–Kharsawan (SK) district of Jharkhand:

Figure: Map of geographical coverage in a hypothetical survey



1.3.2. Research Methodology

This section will outline which specific research method was adopted for the study i.e. what was the definition of the target respondents and which research tool was used for each component of the study.

The following is an example of a hypothetical sub section:

"Component A: Quantitative survey

Research Tool

A structured questionnaire was used to collect the data. Since the structured questionnaire captured information on knowledge, attitude, beliefs, behaviour and practice, it was called the KABBP tool. It included single response and multiple response questions; most questions are close ended.

Target Group

The KABBP tool was administered to registered voters in the age group 15-60 years.

Component B: Qualitative survey

Research Tool

A discussion guide was used to conduct the focus group discussions and in-depth interviews. A discussion guide is a detailed written outline of topics or prompts for the moderator to illicit information on the above defined information areas.

Target Group

The FGDs were conducted with males and female voters in the age group 18-25 years, 26-40 years and 41-60 years. In-depth interviews were conducted with booth level workers."

1.3.3. Sample Size

This sub-section will specify the chosen design effect, confidence level, statistical power and any other assumptions that were made in calculating the sample size of the study. The exact formula used should be specified in an appendix. This sub-section will also provide the sample breakdown by assembly constituency/district or a conveniently chosen unit of analysis, along with breakdown of sample actually achieved and the rate and reasons of non-compliance (in %).

Table: Sample size for quantitative component in a hypothetical survey

<i>Assembly constituency/district</i>	<i>Sample size proposed</i>	<i>Sample size achieved</i>	<i>Rate of non-compliance (in %)</i>
<i>Ichagarh</i>	<i>400</i>	<i>390</i>	<i>3</i>
<i>Seraikela</i>	<i>400</i>	<i>350</i>	<i>13</i>
<i>Kharsawan</i>	<i>400</i>	<i>400</i>	<i>0</i>
<i>Total sample size</i>	<i>1200</i>	<i>1140</i>	<i>5</i>

The overall rate of non-compliance was 5 per cent because of refusals and non-availability of respondents.

Table: Sample size for qualitative component in a hypothetical survey

Assembly constituency/district	Focus Group Discussions	Total no. of participants in FGDs	In-Depth Interviews
<i>Ichagarh</i>	10	80	5
<i>Seraikela</i>	10	75	5
<i>Kharsawan</i>	10	70	5
Total sample size	30	225	15

1.3.4. Sampling Methodology

The procedure followed for sampling in experimental/intervention group and control group (if applicable). It should clearly specify the Primary Sampling Unit (PSU) and the sampling of such PSUs. If the sampling is conducted using a multi-stage random sampling technique then this section will explain how the sampling was conducted at each stage to ensure that representativeness of the survey is maintained. At the end of this sub-section the information could be summarized in the following table

Table: Overview of sampling method adopted for quantitative component in a hypothetical survey

<i>Type of sampling methodology adopted</i>	<i>Three-stage random sampling</i>
<i>Number of districts covered</i>	1
<i>Number of Assembly Constituencies surveyed</i>	3
<i>Number of Polling Stations (PSUs) surveyed</i>	20 * 3 = 60
<i>Total sample size targeted (with sample size achieved in brackets)</i>	400 * 3 = 1200 (1140)

1.4. Project Implementation

The aim of this section of the report is to provide information about the operational details of the study. It will specify the time period during which the survey was conducted and the practical issues involved in conducting the fieldwork.

1.4.1. Development of Research Tools

This subsection will describe the process of questionnaire development, translation, back-translation and field testing of the research tool.

An example of this again from our hypothetical study is as follows:

"The research tools were developed keeping in mind the overall objective of the research. They were then translated into the local language and also back translated from the local language to English to ensure that no information was being lost due to translation. The tools were finalized after incorporating comments from ECI, feedback received during the training of field teams and research team's observations during the pilot testing."

1.4.2. Training of Field Teams

This subsection will describe the qualifications and experience of the enumerators, along with the process of selection and training of the enumerators.

An example of this from our hypothetical study is as follows:

"The enumerators who were going to administer the survey underwent a rigorous three-day training on aspects related to the conducting of field work. On the first day, the field enumerators were briefed on the quantitative KABBP tool. It included a detailed question-by-question discussion and various methods of probing/asking questions were also discussed. Day two included a session on the various ethical considerations during fieldwork, such as privacy, informed consent and special considerations. The field enumerators also conducted mock interviews with each other on the second day. Day three was used to conduct a field visit and familiarize the enumerators with the practical issues during fieldwork. At the end, a quiz was organized to test the enumerator's competence and the results formed a part of the basis of selecting the final group of enumerators."

1.4.3. Fieldwork and Data Collection

This subsection will describe how the data collection process was organized and the team structure.

An example of this from our hypothetical study is as follows:

"The fieldwork was coordinated by Best Survey Research Institute, Ranchi. The Ranchi office recruited the quantitative team, comprising of 16 enumerators and 4 supervisors, and the qualitative team, comprising of 2 facilitators and 2 moderators. The roles and responsibilities assigned were as follows:

The enumerators administered the questionnaires. They were selected by a test. All enumerators could read and speak Hindi and Bengali and had prior experience in conducting surveys.

- A supervisors managed a team of four enumerators. She or he was responsible for scrutiny of all interviews and ensure that data was collected as per the highest quality norms.

- The facilitators helped with the recruitment of the respondents for the focus group discussions. They also set up appointments for the in-depth interviews.

- The moderators, who were graduate students in social sciences, managed the qualitative component of the study.

- A field coordinator, who is an employee of Best Survey Research Institute, monitored the work of supervisors. She was tasked with recruitment of enumerators and training them. Thus, she was the main point of contact person for the research team.

- The research team directed the study and closely monitored the entire process of data collection. They were also present for the training of enumerators and supervised the fieldwork, thus serving as the resource persons for all the teams."

1.4.4. Data Processing

This sub-section will detail how the data entry process was conducted.

An example of this sub-section in our hypothetical study is as follows:

"After the fieldwork was complete, the data entry was conducted by experienced operators under the supervision of the analytics and research team. A double entry system was adopted and the same data was entered by two different operators. Thereafter, the two files were crosschecked to ensure that there was no error at the time of data entry. All data was coded, punched, cleaned and validated before it was handed over to the research team, which conducted data analysis (the findings for which are detailed in the subsequent chapters). The raw data was stored in ASCII format that was converted to STATA/SPSS format."

1.4.5. Quality Control

This sub-section will describe all quality control mechanisms that were in place both during the fieldwork and at the time of data entry.

An example of this from our hypothetical study is as follows:

"Each team of enumerator was led by a supervisor who supervised the fieldwork for his or her team. Quality checks like accompaniments and spot checks were conducted by the supervisor in 50% of the cases. All questionnaires were scrutinized at the end of the day. (Scrutiny of the questionnaires is the process of double checking the questionnaire to make sure that no vital information has been missed by the enumerator.)

The field manager conducted back checks on the questionnaires in 25% of the cases. (Back-checks are quality control measures that are conducted after an interview has been completed and the questionnaire reviewed by the investigator and handed over to the supervisor. The supervisor visited the same household/respondent and asked key questions to cross check responses.) In 10% of the cases, the field manager conducted surprise field visits to check if the field team was canvassing the questionnaire correctly.

It should be noted that fieldwork for 2.5% of the questionnaires were conducted again because they did not satisfy the necessary quality procedures."

1.5. Data Analysis and Documentation

This section will briefly discuss any important considerations that matter for the report writing and documentation. In case of quantitative research studies it should discuss the statistical analysis that was carried out. In case of qualitative research studies it should specify how the process of transcription and content analysis was carried out.

1.6. Ethical Considerations

This section will summarize the ethical considerations that were taken into account while conducting the study. These include, but are not limited to: seeking consent of the respondents, ensuring privacy and confidentiality of the respondent is maintained, allowing the respondent the freedom to not answer a particular question/terminate interview and being sensitive to respondents with special needs.

An example of this from our hypothetical study is as follows:

"- Informed consent

The study warranted a free and fair execution of respondents' right to know the purpose of the visit by the investigator. The investigator informed the respondents the nature and purpose of the study clearly. For the qualitative study, prior consent of the participants was taken. In some cases the consent of the husband was also taken.

- Freedom to terminate the interview & not to respond to questions

Respondents were given complete freedom to not to respond or to terminate the interview/ FGD at any point in the course of the interview/FGD. The purpose of the study was explained to respondents and opportunity was given for non-participation in case the respondent does not feel comfortable.

- Privacy and confidentiality

Interviews were conducted in a safe setting and respondents of the interview were informed about that though their name will never be disclosed, the information (based on their responses) will be shared with others.

- Respect and dignity of the respondent

The investigators, moderators, recruiters and researchers were strictly asked respected the rights and dignity of all participants. The respondents were treated as being engaged in a process, rather than being treated as mere information givers. Gender roles and cultural factors were kept in perspective in conducting the field work, especially the qualitative component of the study."

1.7. Limitations of the Study

This section will specify the constraints faced by the research team during fieldwork that limit the scope of the study (like whether some part of the sample could not be covered due to rain, safety concerns etc.) and otherwise. For example, it's possible that the research design adopted constrained the scope of the study and such limitations should be summarized in this section.

2. Chapter Two: Socio-Economic Demographic Profile

The objective of this chapter is to profile the respondents according to their social, economic and demographic characteristics so that it can be shown that sample size of the survey was representative of the entire state's population.

2.1. Age, Sex and Residence

A sample table would be as follows:

Table: Age distribution of the respondents

	<i>Aggregate</i>	<i>Disaggregation 1</i>	<i>Disaggregation 2</i>	<i>Disaggregation 3</i>
<i>Base: All respondents</i>	1140	390	350	400
<i>18-25 years (in %)</i>				
<i>26-35 years (in %)</i>				
<i>36-45 years (in %)</i>				
<i>46 years and above (in %)</i>				
<i>Summary statistics</i>				
<i>Mean age (in years)</i>				
<i>Median age (in years)</i>				

Table: Sex of respondents (in %)

	<i>Aggregate</i>	<i>Disaggregation 1</i>	<i>Disaggregation 2</i>	<i>Disaggregation 3</i>
<i>Base: All respondents</i>	1140	390	350	400
<i>Male</i>				
<i>Female</i>				

Table: Residence of respondents (in %)

	<i>Aggregate</i>	<i>Disaggregation 1</i>	<i>Disaggregation 2</i>	<i>Disaggregation 3</i>
<i>Base: All respondents</i>	1140	390	350	400
<i>Urban</i>				
<i>Rural</i>				

The age distribution, sex ratio and urbanization rate should be compared with results from the latest round of the Census.

2.2. Social Profile

Table: Social group of respondents (in %)

	<i>Aggregate</i>	<i>Disaggregation 1</i>	<i>Disaggregation 2</i>	<i>Disaggregation 3</i>
<i>Base: All respondents</i>	<i>1140</i>	<i>390</i>	<i>350</i>	<i>400</i>
<i>Scheduled caste</i>				
<i>Scheduled tribe</i>				
<i>Other backward class</i>				
<i>Others</i>				
<i>Don't know</i>				

2.3. Education and Occupation

Table: Education of respondents (in %)

	<i>Aggregate</i>	<i>Disaggregation 1</i>	<i>Disaggregation 2</i>	<i>Disaggregation 3</i>
<i>Base: All respondents</i>	<i>1140</i>	<i>390</i>	<i>350</i>	<i>400</i>
<i>Up to primary school</i>				
<i>Middle school</i>				
<i>Secondary school</i>				
<i>Higher secondary</i>				
<i>Graduate and above</i>				

Table: Occupation of respondents (in %)

	<i>Aggregate</i>	<i>Disaggregation 1</i>	<i>Disaggregation 2</i>	<i>Disaggregation 3</i>
<i>Base: All respondents</i>	<i>1140</i>	<i>390</i>	<i>350</i>	<i>400</i>
<i>Category 1 / Unemployed</i>				
<i>Category 2</i>				
<i>Category 3</i>				
<i>Category 4</i>				
<i>Category 5</i>				

The categories are flexible and can be decided after the national consultation.

2.4. Standard of Living and Wealth index

Table: Sex of respondents (in %)

	<i>Aggregate</i>	<i>Bottom 40%</i>	<i>Middle 40%</i>	<i>Top 20%</i>
<i>Base: All respondents</i>	1140	390	350	400
Household structure				
<i>Pucca</i>				
<i>Semi-pucca</i>				
<i>Kutcha</i>				
Assets				
<i>Electricity</i>				
<i>Mattress</i>				
<i>Table</i>				
<i>Chair</i>				
<i>Radio</i>				
<i>Television</i>				
<i>Telephone</i>				
<i>Bicycle</i>				
<i>Motocycle/ scooter</i>				
<i>Car/ jeep/ van</i>				
<i>Bank account / post office</i>				
<i>None of the above</i>				
Cooking fuel				
<i>LPG/ Natural gas</i>				
<i>Coal/ lignite</i>				
<i>Charcoal</i>				
<i>Wood</i>				
<i>Straw/ Shrubs/ Grass</i>				
<i>Dung cakes</i>				

Source of drinking water				
<i>Tap inside house</i>				
<i>Tap outside house</i>				
<i>Hand pump/tube well</i>				
<i>Well</i>				
<i>Pond/inland lake</i>				
<i>Others</i>				

An asset index/wealth index can be constructed using Principal Component Analysis/Proportionate Possession Weighting.

2.5. Exposure to media

Table: Exposure to media at least once a week (in %)

	<i>Aggregate</i>	<i>Disaggregation 1</i>	<i>Disaggregation 2</i>	<i>Disaggregation 3</i>
<i>Base: All respondents</i>	<i>1140</i>	<i>390</i>	<i>350</i>	<i>400</i>
<i>Listen to radio</i>				
<i>Watch television</i>				
<i>Read newspaper/ magazine</i>				
<i>Visit cinema/ theatre</i>				
<i>Not regularly exposed to media</i>				

2.6. Exposure to intervention (in case of Endline Report)

Table: Exposure to intervention (in %)

	<i>Aggregate</i>	<i>Disaggregation 1</i>	<i>Disaggregation 2</i>	<i>Disaggregation 3</i>
<i>Base: All respondents</i>	<i>1140</i>	<i>390</i>	<i>350</i>	<i>400</i>
<i>Intervention 1</i>				
<i>Intervention 2</i>				
<i>Intervention 3</i>				
<i>...</i>				

Similarly, one may want to include some additional tables on the frequency of the reach to respondents.

Section 2.5 and 2.6 can also form a separate chapter in the report, since they analyze the impact of the SVEEP Programme (in which case it can be the last/penultimate chapter in the report, depending on whether there is chapter on conclusions or not).

3. Chapter Three: Knowledge

This chapter of the report presents findings on the levels of awareness on information areas that will be pre-decided by the EC, in addition to any state-specific indicators that were included in the survey. The knowledge indicators could be classified as: correct knowledge and misconceptions. This chapter will also explore the variation in knowledge across socio-economic and demographic background. In addition, the sources of knowledge (radio, television, newspapers/magazines, friend/relative, school/teacher, IEC campaign and other sources) will also be described.

Table: Awareness levels of respondents on key critical indicators (in %)

	Aggregate	Disaggregation 1	Disaggregation 2	Disaggregation 3
<i>Base: All respondents</i>	1140	390	350	400
<i>Key Indicator 1</i>				
<i>Key Indicator 2</i>				
....				

A good practice is to present disaggregated results and findings on source of awareness as well. The following sample table is an example of the former, where knowledge indicators are cross analyzed with sex, social group & media exposure:

Table: Awareness levels of respondents by key critical indicators (in %)

	Aggregate	Sex		Social Group					Media exposure					
		M	F	SC	ST	OBC	Oth	DK	(1)	(2)	(3)	(4)	(5)	
<i>Base: All respondents</i>	1140													
<i>Key Indicator 1</i>														
<i>Key Indicator 2</i>														
....														

In case of endline reports, a comparison between baseline and endline should be drawn. A sample table could be as follows:

Table: Awareness levels of respondents on key critical indicators (in %)

	Aggregate		Disaggregation 1		Disaggregation 2		Disaggregation 3	
	B'line	E'line	B'line	E'line	B'line	E'line	B'line	E'line
<i>Base: All respondents</i>								
<i>Key Indicator 1</i>								
<i>Key Indicator 2</i>								
....								

4. Chapter Four: Attitude

This chapter of the report will present findings on the willingness of respondents to register and turn out to vote, thus shedding light on the attitudes of people towards elections. (The specific on information areas and indicators will be pre-decided by the ECI.)

5. Chapter Five: Practice

This chapter of the report presents findings on the behaviour of respondents with regards to registration and voting. (The specific on information areas and indicators will be pre-decided by the ECI.)

6. Chapter Six: SVEEP Programme

The aim of this chapter is to analyse how awareness of ECI's campaign impacted knowledge, attitude and practice among respondents. As mentioned earlier this chapter would be based on section 2.5, section 2.6 and additional analysis.

7. Chapter Seven: Conclusions

This chapter provides overall conclusions and recommendations based on the findings of the survey.

References

Appendix

A. Research tools

B. Formula for calculation of sample size, assumptions and estimates of sampling errors

Appendix E: Sample Size Estimation

The following formula was used to determine the sample size for various target groups:

$$S = (c^2 \times p \times (1-p) \times d) \div e^2$$

where,

S = Sample Size

c = Confidence Interval

p = Proportion of respondents with key characteristics

d = Design effect

e = Standard error

For the purpose of the survey, the following assumptions have been made:

c = 1.96 (Z-value corresponding to 95% confidence level)

p = 0.5 (it is assumed that at least 50% – a conservative estimate – of the respondents have key characteristics)

d = 1

e = 0.05 (in order to estimate sample size with 5% margin of error)

According to the above formula, the minimum sample size required for the quantitative survey at 95% confidence level and 5% margin of error (with a design effect of 1) is 384. In other words, say we are trying to calculate a sample that is representative of the young voters in the age group 18-25 and our prior belief is that about half of them don't vote. Thus, assuming that roughly 50% (0.5) of all the electors in the given age group 18-25 have not voted in election the sample size for it on the basis of formula given above will be 384.

If we consider that roughly 7% (0.07) of all the eligible voters has not been registered in electoral roll in age group 18-25. The sample size for it on the basis of formula given above will be 100.

If we consider that roughly 10% (0.1) of all the electors has been benefited by SVEEP Programme in age group 18-25. The sample size for it on the basis of formula given above will be 138.

In this illustration, we assume that the objective of the KABBP survey is to measure (a) gaps in registration (b) reasons for low turnout and (c) impact of the SVEEP intervention campaign. Given this, we define the following terms:

Design effect:

The loss of effectiveness by the use of cluster sampling, instead of simple random sampling, is called the design effect. The design effect is basically the ratio of the actual variance, under the sampling method actually used, to the variance computed under the assumption of simple random sampling. The interpretation of a value of (the design effect) of, say, 3 is that the sample variance is 3 times bigger than it would be if the survey were based on the same sample size but selected randomly. In general, for a well-designed study, the design effect usually ranges from 1 to 3. It is not uncommon, however, for the design effect to be much larger, up to 7 or 8, or even up to 30.

If we consider a design effect 2.5 for the survey, then to know the non-registration, the sample size will be 250; the sample size for voting-turnout will be 960, for benefit from SVEEP Programme, the sample size for it will be 345.

Contingency:

The sample is further increased by 5% to account for contingencies such as non-response or recording error. To know the non-registration, the sample size will be 263; the sample size for voting-turnout will be 1008, for benefit from SVEEP Programme, the sample size for it will be 362.

For stratum-wise estimate:

If we want reliable estimate for 5 stratum separately, then to know the non-registration, the sample size will be 1313; the sample size for voting-turnout will be 5040, for benefit from SVEEP Programme, the sample size for it will be 1811.

Number of households to be interviewed:

If we consider on an average three eligible voters from each household, for estimates of non-registration, the number of households to be surveyed will be 438, for estimates of voting turnout survey of 1680 households will be required and for benefit from SVEEP Programme 604 households will be required to survey. Thus, according to one set of assumptions, it can be said that 1680 households need to be surveyed in each state. The ECI should recalibrate the entire exercise to suit its own needs.

State wise variation in selection of sample:

The sample size will be varying in large states and small states with taking account of design effect or probability of selection. In small states, probability of selection of PSU will be high and in big states, it will be low, even an equal probability may not be achieved at the stage of selection of household, as the size of PSU may vary. It can be adjusted partly by increasing sample size for big states and partly by state-wise weight design.

Weights:

Data will be weighted if the sample design does not give each individual an equal chance of being selected. Weight is usually the inverse of probability of selection for each sampled household. Weight adjusts over-representation and under-representation of household. It takes account of non-response also. Weight design may include the differential in probability of selection by states and by socio-economic or demographic categories and a national level estimate can be produced.

Appendix F: Sampling Methodology

Concepts and definitions:

A scientific method of sampling which can produce reliable estimates is probability sampling. A probability sampling is one in which every unit in the population has a chance (greater than zero) of being selected in the sample, and this probability can be accurately determined. The probability sampling allows for the adjustment of biases and errors so that reliable estimates are possible. When every element in the population has the same probability of selection this is known as an Equal Probability of Selection (EPS) design. EPS is possible either in simple or systematic random sampling. This is the simplest method of sampling of a given population and the least complex for the purpose of estimation. However, in the large scale sample survey we have to include the following methods in our sample design:

1. Stratified sampling: Where the population embraces a number of distinct categories, and we need inferences about specific subgroup, the frame can be organized by these categories into separate "strata." Each stratum is then sampled as an independent sub-population, out of which individual elements can be randomly selected. Dividing the population into distinct, independent strata can enable researchers to draw inferences about specific subgroups that may be lost in a more generalized random sample. Since each stratum is treated as an independent population, different sampling approaches can be applied to different strata, potentially enabling researchers to use the approach best suited (or most cost-effective) for each identified subgroup within the population.
2. Multistage or cluster sampling: Sometimes it is more cost-effective to select respondents in groups ('clusters'). Sampling is often clustered by geography. It also means that one does not need a sampling frame listing all elements in the target population. Instead, clusters can be chosen from a cluster-level frame, with an element-level frame created only for the selected clusters. Cluster sampling is commonly implemented as multistage sampling. This is a complex form of cluster sampling in which two or more levels of units are embedded one in the other. The first stage consists of constructing the clusters that will be used to sample from. In the second stage, a sample of primary units is randomly selected from each cluster (rather than using all units contained in all selected clusters). Cluster sampling generally increases the variability of sample estimates above that of simple random sampling, depending on how the clusters differ between themselves, as compared with the within-cluster variation. For this reason, cluster sampling requires a larger sample than SRS to achieve the same level of accuracy - but cost savings from clustering might still make this a cheaper option.

3. Probability-proportional-to-size (PPS) sampling: In which the selection probability for each element is set to be proportional to its size measure. The PPS approach can improve accuracy for given samples size by concentrating sample on large elements that have the greatest impact on population estimates. In multi-stage sampling, often we need to combine PPS method to adjust the size of the cluster which we select before the selection of the ultimate unit of sampling.

Examples of sampling methodologies

National Election Studies

The National Election Studies use a three-stage sampling method. In the first stage, the sampling unit (for the selection of assembly constituencies) is the state. In national surveys, the assembly constituencies are stratified according to states and ACs are sampled using Probability Proportionate to Size (PPS) sampling method, while keeping past election results and demographic characteristics of the sampled constituencies in mind. In the second stage, polling stations within each sampled constituency are sampled (again using PPS) . In the final stage, the respondents are from the electoral rolls using a Systematic Random Sampling (SRS) method. All interviews are face-to-face using a standard, paper and pencil structured questionnaire.

National Family and Health Surveys

There are separate sampling methodologies for urban and rural areas. For rural areas, a two stage stratified sampling is adopted in which the selection of village is followed by selection of household. The first level of stratification is geographical and district are subdivided into regions. Villages are further stratified based on size, distance from nearest town, proportion of non-agricultural workers, proportion of schedule castes/tribes and female literacy. Stratification was aimed to create not more than 12 stratum in small states and not more than 15 in large states. Primary Sampling Units (PSU) are selected systematically with PPS method. In some cases small adjacent villages has been merged. On average 30 households were selected from each village. For urban area, three stage of sample design has been adopted, selection of towns, urban block, and finally household. The survey also applies a weights to make estimates reliable at the state leve.

National Sample Surveys:

A stratified multi-stage design was adopted for the 68th round survey. The first stage units (FSU) were the 2001 Population Census villages (panchayat wards in case of Kerala) in the rural sector and Urban Frame Survey (UFS) blocks in the urban sector. In both sectors the ultimate stage units were households. When a large FSU was selected,

there was an intermediate stage of sampling: the FSU was partitioned into a suitable number of hamlet-groups/sub-blocks and two of these were selected to provide the households which would form the sampling frame for ultimate-stage sample selection. Within each district of a State/UT, generally speaking, two basic strata were formed: (i) a rural stratum comprising all rural areas of the district and (ii) an urban stratum comprising all urban areas of the district. If, however, within the urban areas of a district, there were million-plus cities (towns with population 10 lakhs or more as per Population Census 2001), each such city formed a separate basic urban stratum and the remaining urban area of the district, another basic urban stratum. For the rural sector, from each sub-stratum, sample villages were selected with Probability Proportional to Size With Replacement (PPSWR), size being the population of the village as per Census 2001.

Appendix H: Terms of Reference for a Survey Agency

Baseline and Endline Survey of Knowledge, Attitude, Belief, Behaviour and Practice (KABBP) of voters and non-voters in XYZ state for the Election Commission of India.

(a) Background

Same as in ECI's SVEEP Compendium (2013)

http://eci.nic.in/eci_main1/current/SVEEP%20Compendium%20Final.pdf

(b) Need and Scope of Study

Same as in ECI (2013)

(c) Impact Assessment

- To assess voter enrolment rates, knowledge of Form 6 and find reasons for non-enrollment among non-voters.
- To assess EPIC ownership rate and find reasons for not owning among non-holders.
- To find voter turnout in the sample and find reasons for not voting among eligible voters.
- To assess the awareness and knowledge of electoral process, their attitudes towards and beliefs about democracy and elections, their experiences of previous elections, perceptions and practice of voters.
- To measure the effectiveness and impact of SVEEP.

(d) Coverage

The proposal should specify the target groups and coverage for qualitative and quantitative component of the survey. It specifies the name of state(s) in which the research will be conducted, the total number and sampled number of constituencies, electors and polling booths. The survey agency should also suggest a scientific sampling design so that the sample is representative. The proposal should also specify the formula (and assumptions) used to calculate sample size and the justifications for doing so.

(e) Operations and Quality Control

The proposal should outline the operational procedures and quality control norms that will be followed during the survey. It should discuss:

- Development of research tools (for example, what will be the language of questionnaire/discussion guide, will it be translated and back translated, where and how will the tool be piloted etc.)

- Fieldwork team structure and composition (for example, what will be the field team size, how will be enumerators and supervisors be recruited/what are the criterion for recruitment etc.)
- Training of enumerators and supervisors
- Quality control checks during fieldwork (for example, what percentage of the sample will be back checked etc.)
- Data entry and management and quality controls (for example, how will the data be processed, will there be single or double data entry etc.)

(f) Professional Qualification

The firm/institute should have:

- Demonstrated expertise in the research and data analytical skills required for this study, including sampling, research design, methodology and data analysis
- A strong technical team led by a social scientist/expert/consultant who has experience working with election studies, development sector , law & governance, communication & population studies .
- Sufficient and experienced staff who are able to ensure quality fieldwork, data entry and analysis.
- Firms/research institutes/ Non-Governmental Organizations/Agencies with a political identity and with instances of financial or administrative irregularities are not eligible.

(g) Schedule and Deliverables

The following is the expected schedule of tasks:

1. Finalize a sampling frame and operational/management plan (Date)
2. Conduct pilot test (Date)
3. Develop survey tools and instruments (Date)
4. Training of the field teams (Date)
5. Conduct field research (Date)
6. Undertake analysis of data collected (Date)
7. Make a presentation on the top line findings (Date)
8. Submit a final report based on feedback given by Election Commission (Date)

The following are the expected deliverables:

1. Inception report and final research design
2. Final research tools and field manuals
3. Raw datasets in STATA/SPSS (preferred) or excel format
4. Final report (Word format) along with clean and labelled data sets.

Due Date for Submission of Proposals:

Responses to this TOR should be submitted no later than (Time) on (Date). Applications delivered and/or received after the due date will not be considered.

(h) Submission of Proposal

Qualified agencies are required to submit a detailed study proposal with the following components:

Format of the proposal should be as follows:

Form TECH-1: Letter of Proposal Submission:

Mention the names and addresses of the company and each associated consultant in the project if it is a consortium.

Form TECH-2

Provide here a brief description of the background and organization of your firm/entity and each associate for this assignment/job. The brief description should include ownership details, date and place of incorporation of the firm, objectives of the firm etc.

Also if the consultant has formed a consortium, details of each of the member of the consortium for this assignment/job.

Form TECH - 3

Suggest and justify here any modifications or improvement to the Terms of Reference you are proposing to improve performance in carrying out the Assignment/job (such as deleting some activity you consider unnecessary, or adding another, or proposing a different phasing of the activities). Such suggestions should be concise and to the point, and incorporated in your proposal.

Form TECH-4

Technical approach, methodology and work plan are key components of the Technical Proposal.

You are suggested to present your Technical Proposal divided into the following three chapters:

a) Technical Approach and Methodology

A detailed methodology on how the assignment shall be conducted. Technique for development of research tools and pilot testing should also be mentioned in detail. Data analysis and tabulation techniques/plans must also be mentioned in detail.

b) Work Plan

Propose and justify the main activities of the assignment/job, their content and duration, phasing and interrelations, milestones (including interim approvals by the Employer), and delivery dates of the reports, in line with the methodology. Information you would need from ECI, plan for data collection phase, and outline plan for managing data collection. Also details of mechanisms you will use for data quality assurance during field work (what percentage of the sample will be back checked, spot checked etc.) and data entry process (will there be single or double data entry?).

c) Organization and Staffing

The consultant should propose and justify the structure and composition of your team. You should list the main disciplines of the Assignment/job, the key expert responsible, and proposed technical and support staff.

FORM TECH-5, FORM TECH-6

Details, including CV's of staff/ consultants who will be made available for the study, including duration of availability

FORM FIN-1, FIN-2, FIN-3

Financial proposal must have provided detailed explanation of the budget, summary of costs and breakdown of the remuneration of each staff/consultant.

Guidelines for Survey Agencies

1. The KAP (Knowledge, Attitude and Practices) survey would be conducted in two parts- Baseline Survey ahead of the General Election to the States in 2016 and Endline Survey immediately following the election.
2. The standard questionnaire shared has to be used for conducting the survey. However, States have the option of adding questions after those given in the standard questionnaire in related sections at the bottom, or adding options to some existing questions. However, the sequencing and the codes for the existing options should not be tinkered with, and corresponding codes could be assigned to added questions or options. Agencies have to make note and take care of these State specific additions while conducting the survey.
3. The raw data in SPSS/ STATA format (along with codebook) will be required to be submitted to ECI along with the survey report. Hence, survey agencies should keep an organised record of all raw data.
4. Special attention should be given to sampling methodology and selection and size of sample to ensure that the findings are representative and valid for the given set of population. Agencies should refer to the note on Sampling Methodology enclosed with the guidelines.
5. Maintenance of quality in recruitment and training of enumerators, field work and data entry is essential. Agencies should ensure regular and close monitoring of all functions and stages of the survey by the supervisors of the teams.
6. The surveyors/ enumerators should be well aware of the various details of the areas from where the sample is selected/ survey is conducted. He must know and carry along details of polling stations, booth names and numbers, village/ urban block and code, Assembly Constituency and Parliamentary Constituency name and numbers to be able to correctly fill Section A of the questionnaire.
7. Understanding the questionnaire specifically the 'Kish Grid', 'Skip to', 'Multiple Response Questions' and Coding are essential and should be ensured through the training of enumerators. Also, s/he should carefully take a note of all the instructions given in bold along with the questions for the enumerator. Section A & B is specifically for the Surveyor/enumerator.
8. All procedures should aim at maintaining representativeness, reliability and validity.
9. **Understanding the electoral processes, specifically of registration and voting, are vital to conducting this survey.** Enumerators should be exposed to a brief training on various aspects and procedures of electoral participation for a better understanding of the same which would help conduct the survey with minimum errors.
10. The questionnaire includes a specific section for **Persons with Disabilities**, in addition to some questions in other sections which include a component on electoral participation of the Persons with Disabilities. Sensitisation of enumerators and other personnel engaged for field work should be made part of the training. Attention should be paid to using appropriate nomenclature or word to address them, posing and explaining questions and collecting correct responses.
11. Appropriate representation and response from Persons with Disabilities should be ensured in the survey. For this, 4-8% of the sample should comprise of PwDs. Within this, a balanced representation of persons with visual disability, hearing and speech disability and orthopaedic or physical disability should be maintained. Persons with intellectual or learning disabilities will not be included in the survey.
12. Survey reports may be written in a consistent format as per the recommendations of TISS. Survey agencies should refer to the Sample Chapter Plan enclosed, for the same.

Questionnaire number

Confidential when filled

Knowledge, Attitude and Practice Baseline Survey

Introduction and consent: Greetings! My name is _____ (full name). I work for _____ (name of institute), a research organization based in _____ (place) that regularly conducts surveys on various socio-economic and political issues. Presently we are interviewing people here in _____ (name of town/village) in _____ (state) and collecting information regarding about their electoral participation. I'm going to ask you some questions related to registration and participations in elections. Some of the answers to the questions may be personal, but I want you to know that all your answers will be kept completely confidential. There is no compulsion on answering every question and you may choose not to respond to any question. Further, you may also terminate this interview at any time if you are uncomfortable answering the questions. There is no penalty for refusing to take part in this interview nor is there any incentive for participation. However, your honest answers to these questions will help us better understand how people think. We would greatly appreciate your help in responding to this survey. The survey will take about _____ minutes to ask these questions. Would you be willing to participate?

Section A: Identification and quality control

Qno.	Question	Response	Code	Skip
A1	Consent	Not received	0	→ END
		Received	1	
A2	Name of state/UT & census code			
A3	Name of district & census code			
A4	Type of residence	Rural	0	
		Urban	1	
A5	Name of AC & code			
A6	Name of polling station & part no.			
A7	Name of village/urban block & code			
A8	Landmark near house			
Subsection A(i): Details of interview				
A9	Date of interview	(In DD-MM format) 20XX		
A10	Start time of interview	(In HH:MM, 24 hour format)		
A11	End time of interview	(In HH:MM, 24 hour format)		
A12	Interview result codes	Completed	1	
		Entire HH absent for a long time	2	
		Postponed	3	
		Refused (Pl. specify reasons)	4	

		HH/dwelling vacant	5	
		Address of HH/dwelling not found	6	
A13	Name of enumerator and ID/code			
A14	Name of supervisor and ID/code			
Subsection A(ii): Quality control				
A15	Field: back check	No	0	
		Yes	1	
A16	Field: scrutiny	No	0	
		Yes	1	
A17	Data entry: double entry	No	0	
		Yes	1	

Section B: Selection of respondent

Qno.	Question	Response	Code	
B1	How many people (including you) ordinarily reside in this household?			
B2	How many people are older than 18 years? (as on 1 January 20XX)			

Subsection B(i): Household (HH) roster

NOTE: LIST ALL THOSE WHO LIVE UNDER THE SAME ROOF, SHARE THE SAME KITCHEN AND ARE ABOVE 18 YEARS OLD STARTING WITH THE HH HEAD. THE NUMBER OF ENTRIES IN THE HH ROSTER (B3) SHOULD BE EQUAL TO THE CODE IN B2.

B3	B4	B5		B6	B7		B8	B9	B10	B11
Sno	Name	Relation with HH head		Sex	Age (in years)		Disabled	Migrated in last 1 year	Voted in last Lok Sabha election	Voted in last Assembly election
1.		0	1							
2.										
3.										
4.										
5.										
6.										
7.										
8.										

CODE LIST FOR HH ROSTER:

- **Relationship with HH head:** Head=01; Wife/Husband=02; Son/Daughter=03; Daughter-in-law/Son-in-law=04; Grandchild=05; Father/Mother=06; Brother/Sister=07; Father-in-law/Mother-in-law=08; Nephew/Niece=09; Brother-in-law/Sister-in-law=10; Other relatives=11; Servant/Others=12
- **Sex:** Male=1; Female=2; Third gender=3
- **Disabled:** No=0; Yes(in seeing)=1; Yes(in speech)=2; Yes(in hearing)=3; Yes(in movement)=4;
- **Migrated in last 1 year:** No=0; Yes=1
- **Enrolled:** No=0; Yes(application in progress)=1; Yes(currently enrolled)=2
- **Voted in last Lok Sabha/Assembly election:** No=0; Yes=1

Subsection B(ii): Kish grid

LAST DIGIT OF QUESTIONNAIRE NO.	TOTAL NUMBER OF ELIGIBLE RESPONDENTS IN THE HOUSEHOLD							
	1	2	3	4	5	6	7	8
0	1	2	2	4	3	6	5	4
1	1	1	3	1	4	1	6	5
2	1	2	1	2	5	2	7	6
3	1	1	2	3	1	3	1	7
4	1	2	3	4	2	4	2	8
5	1	1	1	1	3	5	3	1
6	1	2	2	2	4	6	4	2
7	1	2	1	4	1	2	6	4
8	1	1	2	1	2	3	7	5
9	1	1	2	1	2	3	7	5

INSTRUCTIONS TO SELECT RESPONDENTS FROM KISH GRID: Look at the last digit of the questionnaire number on the cover page. This is the row number you should circle. Check the total number of eligible respondents from the household roster or B2. This is the column number you should circle. Find the box where the circled row and the circled column meet and circle the number that appears in the box. Record this in B12. This is the selected respondent to whom you should administer the questionnaire. For example, if the household questionnaire number is '3716', go to row 6 and circle the row number ('6'). If there are three people eligible for an interview in the household (it does not matter if they are available for interview or not), go to column 3 and circle the column number ('3'). Draw lines from row 6 and column 3 and find the box where the two meet, and circle the number in it ('2'). This means you have to select the second eligible person.

Qno.	Question	Response	Code	Skip
B12	Number selected from kish grid	Enter code from kish grid		
B13	S. no of the sampled respondent	Enter code from HH roster/B3		

Section C: Voter registration

Qno.	Question	Response	Code	Skip
C1	How long have you been living in your current residence? *CODE 00 FOR LESS THAN 1 YR. *CODE 98 IF LIVING SINCE BIRTH	In years		If coded 98 → C3
C2	Have you got your name deleted from the electoral roll of the previous constituency by filling the declaration in part 4 of Form 6?	No	0	
		Yes	1	
		Don't know	9	
C3	Are you registered in the voter list?	Never	0	→ C8
		Yes, application in progress	1	→ C5
		Yes, currently enrolled	2	
C4	IF CODED 2 IN C3: Do you have a voter ID card/ EPIC?	No	0	
		Yes	1	
C5	IF CODED 1 OR 2 IN C3: Which polling station have you applied to be enrolled in/are currently enrolled in? *NOTE: CROSS VERIFY FROM A6	Incorrect polling station	0	
		Correct polling station	1	
C6	IF CODED 1 OR 2 IN C3: How did you enroll yourself?	During a special enrollment drive	01	
		A Booth Level Officer had visited residence	02	
		Went to the local voter enrollment center	03	
		Went to the State Election Office	04	
		Online/ NVSP	05	
		With help from political parties	06	
		With help from CSO/ Association/ Individual	07	
		Don't know	99	
C7	IF CODED 1 OR 2 IN C3: How would you rate the process of getting enrolled?	Easy	1	Also H3 for persons with disabilities
		Neither easy nor difficult	2	
		Difficult	3	
		Don't know	9	

C8	IF CODE 0 IN C3: Did you try to ever enroll yourself?	No	0	→ C10
		Yes	1	
C9	IF CODED 1 IN C8: If you tried, what is the status of the application?	Got the acknowledgment	01	
		An election official has visited me	02	
		Waiting for acknowledgment	03	
		Proof of address rejected/ insufficient	04	
		Proof of age/ other documents rejected/ insufficient	05	
		Others (please specify)		
C10	IF CODED 0 IN C8: Why didn't you try to enroll yourself in the voter's list?	I don't know the procedure	01	
		The procedure is very cumbersome	02	
		Do not have any proof of residence	03	
		I am not interested	04	
		Others (please specify)		

Section D: Voter participation

Qno.	Question	Response	Code	Skip
D1	Did you vote in at least one election? *(VERIFY WITH RESPONSE IN B10 OR B11)	No	0	→ D7
		Yes	1	
D2	Did you vote in the recent Assembly Election	No	0	
		Yes	1	
D3	IF CODED 1 IN D1: What were your reasons for voting in this election? *MULTIPLE CODING POSSIBLE	My vote can change things/ effect how the country is run	01	
		Voting is my right	02	
		Voting is my duty	03	
		Because of enabling environment (free and fair) created by Election Commission	04	
		I got registered in electoral roll	05	
		I got voter slip	06	

		Candidate was good	07	
		Candidate was of my choice	08	
		I am a political party sympathizer	09	
		Cast vote due to threat or coercion	10	
		Voted as religious leader said so	11	
		Head of family said to vote	12	
		Influenced by friends	13	
		I had the option of NOTA	14	
		Others (please specify)		
D4	<p>IF CODED 1 IN D1: Did you come across any of these basic minimum facilities at the polling station?</p> <p>*CODE LIST: No=0; Yes=1; Don't know=9</p>	a. Separate queues for women, persons with disabilities and senior citizens		
		b. Drinking water		
		c. Chairs/benches		
		d. Toilets		
		e. Help desk		
		f. Separate entry and exit in the polling booth		
		g. Ramp		
		h. Wheelchairs		
		i. Signs for directions		
		j. Proper lighting		
		k. Volunteers/escorts		
D5	<p>IF CODED 1 IN D1: Did you face any difficulty in voting in this election?</p>	No	0	→ E1
		Yes	1	
D6	<p>IF CODED 1 IN D5: What difficulty did you face?</p> <p>*MULTIPLE CODING POSSIBLE</p>	Long queue	01	Also H4 for persons with disabilities
		No separate queue for senior citizen	02	
		Lack of facilities including drinking water toilet and ramp	03	
		Coercion/ threat by political party	04	
		Difficulties in locating my polling station	05	
		Difficulties in voting in absence of voter slip	06	
		No guidance from polling personnel	07	
		Others (please specify)		

D7	IF CODED 0 IN D1: What were your reasons for not voting in this election?	My name was not on the electoral roll	01
		I was not in my constituency	02
		I did not get voter slip	03
		I did not have my electoral photo ID card (EPIC)	04
		I did not know my polling station	05
		Polling station was at a distance (logistic problem)	06
		Long queue and I did not have time	07
		I felt insecure to go to the polling station	08
		There was no candidate of my choice/liking	09
		I just did not want to vote as nothing will change/ No faith in political system	10
		Did not vote as community or religious leader said so	11
		Head of family said not to vote	12
		Voting in national or Assembly elections doesn't make a difference, I vote only in local election	13
		Voting in national elections doesn't make a difference, I vote only in Assembly and local election	14
Others (please specify)			

Section E: Voter awareness and attitudes

Qno.	Question	Response	Code	Skip
E1	What is the minimum age of registration to be a voter? *CODE 99 FOR DON'T KNOW	In years		
E2	What is the date for determining qualifying age for getting registered on the electoral roll/ voting?	18 th Birthday	0	
		1 st January	1	
		Don't Know	99	
E3	When is the National Voters' Day celebrated?	Incorrect Date	0	
		Correct date	1	
		Don't Know	99	

		Responses			
		a.	b.	c.	
E4	Do you know about:				
	a. option of NOTA /none of the above on EVM that could be used if you don't like any candidate?	Yes, saw it when I cast my vote	1	1	1
	b. names of candidates available in Braille on the EVM?	Yes, have seen one in electoral literacy programme	2	2	2
	c. Voter Verifiable Paper Audit Trail VVPAT, that helps verify your vote?	Yes, have heard/read about it	3	3	3
		No	4	4	4
E5	Finally, I am going to read out a few more statements and I would like to know your opinion on them.	Every vote counts			
		Voting should be made compulsory			
		Voting is a cumbersome chore			
	Please tell me if you strongly disagree(=1), disagree(=2), neither agree nor disagree(=3), agree(4) or strongly agree(=5).	Elections are conducted freely and fairly in India			
		EVMS provide accurate results			
	There are no correct or incorrect responses so please give me your honest opinion.	Women should consult male members or elders before voting in elections			
		The influence of money and muscle is increasing in elections			
		I do not intend to vote in the upcoming elections			

Section F: Exposure to SVEEP interventions

Qno.	Question	Response	Code	Skip
F1	Do you recall seeing or reading any voter/election related campaign of Election Commission of India	No	0	→ G1
		Yes	1	
		Don't know	9	→ G1
F2	Which source did you receive the election related information/	Newspapers/magazines	1	
		TV advertisements and programmes	2	
		Radio and FM channels	3	
		Activity like Rallies, Prabhat Pheris, loudspeaker announcement	4	
		Cultural/entertainments programmes	5	
		Government offices circular	6	
		Posters, hoardings and publicity materials	7	
		NGO and Civil society Group	8	
		Internet/ social Media/Whatsapp	9	

		SMS	10	
		Pledge letters/Sankalp patras through school students in the family	11	
		At Polling Station	12	
		Others (please specify)		
F3	What were the voter information/messages you received? *MULTIPLE CODING POSSIBLE	Date of voting and schedules	01	
		Voting is my right and duty	02	
		Cast vote as per choice and without taking any inducement	03	
		Register Yourself	04	
		Preparation of voter cards (EPIC)	05	
		Voter slip distribution schedule	06	
		Alternate identity documents for voting	07	
		Separate queues for old and sick	08	
		Do's and don'ts on polling day	09	
		NVSP portal	10	
		Others (please specify)		
F4	Do you recall seeing any ECI-advertisement or campaign with ICONs/STARS during this election?	No	0	→ F6
		Yes	1	
		Don't know	9	→ F6
F5	Who was the most appealing/motivating ICON/STAR?	Ex-President APJ Abdul Kalam	1	
		Cricketer M.S. Dhoni	2	
		Sportsperson Mary Kom	3	
		Sportsperson Saina Nehwal	4	
		Actor Aamir Khan	5	
		Others (please specify)		
F6	Have you ever accessed the websites of the Election Commission/ Chief electoral Officer of your state?	No	0	→ F9
		Yes	1	
		Don't know	9	→ F9
F7	If yes, for what purpose did you access the website?	To search name and other details on the Electoral Roll	1	
		To register/ make modifications online	2	
		To download registration forms	3	

		To know polling details	4		
		To know election results	5		
		To know details about the candidates/ political parties	6		
		To participate in online contests	7		
		Others (please specify)			
F8	Did you have a satisfactory experience?	No	0		
		Somewhat	1		
		Yes	2		
F9	Have you ever used the call centre facility/ called at the helpline numbers of ECI?	No	0	→ F12	
		Yes	1		
		Don't know	9	→ F12	
F10	If yes, for what purpose did you make a call?	To clear doubts about registration process	1		
		To clear doubts about voting process	2		
		To know the polling dates and details	3		
		To know details of your BLO	4		
		To register a complaint	5		
		Others (please specify)			
F11	Did you have a satisfactory experience/ was your problem addressed satisfactorily?	No	0		
		Somewhat	1		
		Yes	2		
F12	Have you come across any of these voter edutainment material developed by ECI? (N-No, Y- Yes, D-Don't know)	ECI material	N	Y	D
		a. Picture Book- Proud to be a Voter/ Garv se banein Matdata	0	1	9
		b. Animation Film- Masti Dosti aur Matdaan	0	1	9
		c. Radio Programme- Loktantra Express	0	1	9
		d. Board Games- Vote ki Baazi/ Get Set Vote	0	1	9
		e. Cartoon Strips- Wah Election Wah!	0	1	9
		f. Computer Game- Ready Steady Vote	0	1	9

(States can add more options in Section F questions but only after the options given herewith e.g. if State wants to add another option in F3 based on specific message/slogan that was used in the current election, it can be added as option '11' before Others)

Section G: Background information

Qno.	Question	Response	Code			
G1	What's your educational qualification?	Illiterate	1			
		Primary school	2			
		High school	3			
		Higher secondary	4			
		Diploma/ Certificate	5			
		Graduate & above including Professional/ Technical Courses	6			
G2	What's your occupation?	Student	1			
		Unemployed	2			
		Unemployed available for work	3			
		Government Service	4			
		Private Service	5			
		Own enterprise	6			
		Labourer/ Cultivator/ Agricultural and allied activities	7			
		Home maker	8			
		Others (please specify)				
G3	What's your marital status?	Never married	1			
		Married, no gauna	2			
		Married	3			
		Widowed	4			
		Separated/divorced	5			
G4	What's your social group?	SC	1			
		ST	2			
		OBC	3			
		Others	4			
G5	How often do you: a. read a newspaper or magazine? b. listen to the radio?	Responses	a.	b.	c.	d.
		Almost every day	1	1	1	1
		At least once a week	2	2	2	2
		Less than once a week	3	3	3	3

	c. watch television? d Internet (Facebook, Whatsapp etc)?	Not at all	4	4	4	4
G6	During elections, which of the following sources do you rely on the most to get news on elections and politics?	Newspaper/magazine	1			
		Television	2			
		Radio	3			
		Internet	4			
		Mobile phone	5			
		Family/relatives/friends	6			
		Others (please specify)				

Section H: Only for Persons with Disabilities(PwDs)

Qno.	Question	Response	Code
H1	Have you come across any publicity/ voter edutainment material aimed at participation of PwDs?	No	0
		Yes	1
H2	Have you been contacted by the BLO of your area?	No	0
		Yes	1
H3	IF CODED 2 OR 3 IN C8: Please elaborate on the difficulties faced in the process of registration.		
H4	IF CODED 1 IN D5: Please elaborate on the difficulties faced in the process of voting.		

Questionnaire number

Confidential when filled

Knowledge, Attitude and Practice Endline Survey

Introduction and consent: Greetings! My name is _____ (full name). I work for _____ (name of institute), a research organization based in _____ (place) that regularly conducts surveys on various socio-economic and political issues. Presently we are interviewing people here in _____ (name of town/village) in _____ (state) and collecting information regarding about their electoral participation. I'm going to ask you some questions related to registration and participations in elections. Some of the answers to the questions may be personal, but I want you to know that all your answers will be kept completely confidential. There is no compulsion on answering every question and you may choose not to respond to any question. Further, you may also terminate this interview at any time if you are uncomfortable answering the questions. There is no penalty for refusing to take part in this interview nor is there any incentive for participation. However, your honest answers to these questions will help us better understand how people think. We would greatly appreciate your help in responding to this survey. The survey will take about _____ minutes to ask these questions. Would you be willing to participate?

Section A: Identification and quality control

Qno.	Question	Response	Code	Skip
A1	Consent	Not received	0	→ END
		Received	1	
A2	Name of state/UT & census code			
A3	Name of district & census code			
A4	Type of residence	Rural	0	
		Urban	1	
A5	Name of AC & code			
A6	Name of polling station & part no.			
A7	Name of village/urban block & code			
A8	Landmark near house			
Subsection A(i): Details of interview				
A9	Date of interview	(In DD-MM format) 20XX		
A10	Start time of interview	(In HH:MM, 24 hour format)		
A11	End time of interview	(In HH:MM, 24 hour format)		
A12	Interview result codes	Completed	1	
		Entire HH absent for a long time	2	
		Postponed	3	

		Refused (Pl. specify reasons)	4	
		HH/dwelling vacant	5	
		Address of HH/dwelling not found	6	
A13	Name of enumerator and ID/code			
A14	Name of supervisor and ID/code			
Subsection A(ii): Quality control				
A15	Field: back check	No	0	
		Yes	1	
A16	Field: scrutiny	No	0	
		Yes	1	
A17	Data entry: double entry	No	0	
		Yes	1	

Section B: Selection of respondent

Qno.	Question	Response	Code
B1	How many people (including you) ordinarily reside in this household?		
B2	How many people are older than 18 years? (as on 1 January 20XX)		

Subsection B(i): Household (HH) roster

NOTE: LIST ALL THOSE WHO LIVE UNDER THE SAME ROOF, SHARE THE SAME KITCHEN AND ARE ABOVE 18 YEARS OLD STARTING WITH THE HH HEAD. THE NUMBER OF ENTRIES IN THE HH ROSTER (B3) SHOULD BE EQUAL TO THE CODE IN B2.

B3	B4	B5		B6	B7		B8	B9	B10	B11
Sno	Name	Relation with HH head		Sex	Age (in years)		Disabled	Migrated in last 1 year	Voted in last Lok Sabha election	Voted in last Assembly election
1.		0	1							
2.										
3.										
4.										
5.										
6.										

7.									
8.									

CODE LIST FOR HH ROSTER:

- **Relationship with HH head:** Head=01; Wife/Husband=02; Son/Daughter=03; Daughter-in-law/Son-in-law=04; Grandchild=05; Father/Mother=06; Brother/Sister=07; Father-in-law/Mother-in-law=08; Nephew/Niece=09; Brother-in-law/Sister-in-law=10; Other relatives=11; Servant/Others=12
- **Sex:** Male=1; Female=2; Third gender=3
- **Disabled:** No=0; Yes(in seeing)=1; Yes(in speech)=2; Yes(in hearing)=3; Yes(in movement)=4;
- **Migrated in last 1 year:** No=0; Yes=1
- **Enrolled:** No=0; Yes(application in progress)=1; Yes(currently enrolled)=2
- **Voted in last Lok Sabha/Assembly election:** No=0; Yes=1

Subsection B(ii): Kish grid

LAST DIGIT OF QUESTIONNAIRE NO.	TOTAL NUMBER OF ELIGIBLE RESPONDENTS IN THE HOUSEHOLD							
	1	2	3	4	5	6	7	8
0	1	2	2	4	3	6	5	4
1	1	1	3	1	4	1	6	5
2	1	2	1	2	5	2	7	6
3	1	1	2	3	1	3	1	7
4	1	2	3	4	2	4	2	8
5	1	1	1	1	3	5	3	1
6	1	2	2	2	4	6	4	2
7	1	2	1	4	1	2	6	4
8	1	1	2	1	2	3	7	5
9	1	1	2	1	2	3	7	5

INSTRUCTIONS TO SELECT RESPONDENTS FROM KISH GRID: Look at the last digit of the questionnaire number on the cover page. This is the row number you should circle. Check the total number of eligible respondents from the household roster or B2. This is the column number you should circle. Find the box where the circled row and the circled column meet and circle the number that appears in the box. Record this in B12. This is the selected respondent to whom you should administer the questionnaire. For example, if the household questionnaire number is '3716', go to row 6 and circle the row number ('6'). If there are three people eligible for an interview in the household (it does not matter if they are available for interview or not), go to column 3 and circle the column number ('3'). Draw lines from row 6 and column 3 and find the box where the two meet, and circle the number in it ('2'). This means you have to select the second eligible person.

Qno.	Question	Response	Code	Skip
B12	Number selected from kish grid	Enter code from kish grid		
B13	S. no of the sampled respondent	Enter code from HH roster/B3		

Section C: Voter registration

Qno.	Question	Response	Code	Skip
C1	How long have you been living in your current residence? *CODE 00 FOR LESS THAN 1 YR. *CODE 98 IF LIVING SINCE BIRTH	In years		If coded 98 → C3
C2	Have you got your name deleted from the electoral roll of the previous constituency by filling the declaration in part 4 of Form 6?	No	0	
		Yes	1	
		Don't know	9	
C3	Are you registered in the voter list?	Never	0	→ C8
		Yes, application in progress	1	→ C5
		Yes, currently enrolled	2	
C4	IF CODED 2 IN C3: Do you have a voter ID card/ EPIC?	No	0	
		Yes	1	
C5	IF CODED 1 OR 2 IN C3: Which polling station have you applied to be enrolled in/are currently enrolled in? *NOTE: CROSS VERIFY FROM A6	Incorrect polling station	0	
		Correct polling station	1	
C6	IF CODED 1 OR 2 IN C3: How did you enroll yourself?	During a special enrollment drive	01	
		A Booth Level Officer had visited residence	02	
		Went to the local voter enrollment center	03	
		Went to the State Election Office	04	
		Online/ NVSP	05	
		With help from political parties	06	
		With help from CSO/ Association/ Individual	07	
		Don't know	99	
		Others (please specify)		
C7	IF CODED 1 OR 2 IN C3: How would you rate the process of getting enrolled?	Easy	1	Also H3 for persons with disabilities
		Neither easy nor difficult	2	
		Difficult	3	

		Don't know	9	
C8	IF CODE 0 IN C3: Did you try to ever enroll yourself?	No	0	→ C10
		Yes	1	
C9	IF CODED 1 IN C8: If you tried, what is the status of the application?	Got the acknowledgment	01	
		An election official has visited me	02	
		Waiting for acknowledgment	03	
		Proof of address rejected/ insufficient	04	
		Proof of age/ other documents rejected/ insufficient	05	
		Others (please specify)		
C10	IF CODED 0 IN C8: Why didn't you try to enroll yourself in the voter's list?	I don't know the procedure	01	
		The procedure is very cumbersome	02	
		Do not have any proof of residence	03	
		I am not interested	04	
		Others (please specify)		

Section D: Voter participation

Qno.	Question	Response	Code	Skip
D1	Did you vote in at least one election? *(VERIFY WITH RESPONSE IN B10 OR B11)	No	0	→ D7
		Yes	1	
D2	Did you vote in the recent Assembly Election	No	0	
		Yes	1	
D3	IF CODED 1 IN D1: What were your reasons for voting in this election? *MULTIPLE CODING POSSIBLE	My vote can change things/ effect how the country is run	01	
		Voting is my right	02	
		Voting is my duty	03	
		Because of enabling environment (free and fair) created by Election Commission	04	

		I got registered in electoral roll	05	
		I got voter slip	06	
		Candidate was good	07	
		Candidate was of my choice	08	
		I am a political party sympathizer	09	
		Cast vote due to threat or coercion	10	
		Voted as religious leader said so	11	
		Head of family said to vote	12	
		Influenced by friends	13	
		I had the option of NOTA	14	
		Others (please specify)		
D4	<p>IF CODED 1 IN D1: Did you come across any of these basic minimum facilities at the polling station?</p> <p>*CODE LIST: No=0; Yes=1; Don't know=9</p>	a. Separate queues for women, persons with disabilities and senior citizens		
		b. Drinking water		
		c. Chairs/benches		
		d. Toilets		
		e. Help desk		
		f. Separate entry and exit in the polling booth		
		g. Ramp		
		h. Wheelchairs		
		i. Signs for directions		
		j. Proper lighting		
		k. Volunteers/escorts		
D5	<p>IF CODED 1 IN D1: Did you face any difficulty in voting in this election?</p>	No	0	→ E1
		Yes	1	
D6	<p>IF CODED 1 IN D5: What difficulty did you face?</p> <p>*MULTIPLE CODING POSSIBLE</p>	Long queue	01	Also H4 for persons with disabilities
		No separate queue for senior citizen	02	
		Lack of facilities including drinking water toilet and ramp	03	
		Coercion/ threat by political party	04	
		Difficulties in locating my polling station	05	
		Difficulties in voting in absence of voter slip	06	

		No guidance from polling personnel	07	
		Others (please specify)		
D7	IF CODED 0 IN D1: What were your reasons for not voting in this election?	My name was not on the electoral roll	01	
		I was not in my constituency	02	
		I did not get voter slip	03	
		I did not have my electoral photo ID card (EPIC)	04	
		I did not know my polling station	05	
		Polling station was at a distance (logistic problem)	06	
		Long queue and I did not have time	07	
		I felt insecure to go to the polling station	08	
		There was no candidate of my choice/liking	09	
		I just did not want to vote as nothing will change/ No faith in political system	10	
		Did not vote as community or religious leader said so	11	
		Head of family said not to vote	12	
		Voting in national or Assembly elections doesn't make a difference, I vote only in local election	13	
		Voting in national elections doesn't make a difference, I vote only in Assembly and local election	14	
Others (please specify)				

Section E: Voter awareness and attitudes

Qno.	Question	Response	Code	Skip
E1	What is the minimum age of registration to be a voter? *CODE 99 FOR DON'T KNOW	In years		
E2	What is the date for determining qualifying age for getting registered on the electoral roll/ voting?	18 th Birthday	0	
		1 st January	1	
		Don't Know	99	

E3	When is the National Voters' Day celebrated?	Incorrect Date	0		
		Correct date	1		
		Don't Know	99		
E4	Do you know about: a. option of NOTA /none of the above on EVM that could be used if you don't like any candidate? b. names of candidates available in Braille on the EVM? c. Voter Verifiable Paper Audit Trail VVPAT, that helps verify your vote?	Responses	a.	b.	c.
		Yes, saw it when I cast my vote	1	1	1
		Yes, have seen one in electoral literacy programme	2	2	2
		Yes, have heard/read about it	3	3	3
		No	4	4	4
E5	Finally, I am going to read out a few more statements and I would like to know your opinion on them. Please tell me if you strongly disagree(=1), disagree(=2), neither agree nor disagree(=3), agree(4) or strongly agree(=5). There are no correct or incorrect responses so please give me your honest opinion.	Every vote counts			
		Voting should be made compulsory			
		Voting is a cumbersome chore			
		Elections are conducted freely and fairly in India			
		EVMs provide accurate results			
		Women should consult male members or elders before voting in elections			
		The influence of money and muscle is increasing in elections			
		I do not intend to vote in the upcoming elections			

Section F: Exposure to SVEEP interventions

Qno.	Question	Response	Code	Skip
F1	Do you recall seeing or reading any voter/election related campaign of Election Commission of India	No	0	→ G1
		Yes	1	
		Don't know	9	→ G1
F2	Which source did you receive the election related information/	Newspapers/magazines	1	
		TV advertisements and programmes	2	
		Radio and FM channels	3	
		Activity like Rallies, Prabhat Pheris, loudspeaker announcement	4	
		Cultural/entertainments programmes	5	

		Government offices circular	6	
		Posters, hoardings and publicity materials	7	
		NGO and Civil society Group	8	
		Internet/ social Media/Whatsapp	9	
		SMS	10	
		Pledge letters/Sankalp patras through school students in the family	11	
		At Polling Station	12	
		Others (please specify)		
F3	What were the voter information/messages you received? *MULTIPLE CODING POSSIBLE	Date of voting and schedules	01	
		Voting is my right and duty	02	
		Cast vote as per choice and without taking any inducement	03	
		Register Yourself	04	
		Preparation of voter cards (EPIC)	05	
		Voter slip distribution schedule	06	
		Alternate identity documents for voting	07	
		Separate queues for old and sick	08	
		Do's and don'ts on polling day	09	
		NVSP portal	10	
		Others (please specify)		
F4	Do you recall seeing any ECI-advertisement or campaign with ICONs/STARS during this election?	No	0	→ F6
		Yes	1	
		Don't know	9	→ F6
F5	Who was the most appealing/motivating ICON/STAR?	Ex-President APJ Abdul Kalam	1	
		Cricketer M.S. Dhoni	2	
		Sportsperson Mary Kom	3	
		Sportsperson Saina Nehwal	4	
		Actor Aamir Khan	5	
		Others (please specify)		
F6	Have you ever accessed the websites of the Election	No	0	→ F9
		Yes	1	

	Commission/ Chief electoral Officer of your state?	Don't know	9	→ F9	
F7	If yes, for what purpose did you access the website?	To search name and other details on the Electoral Roll	1		
		To register/ make modifications online	2		
		To download registration forms	3		
		To know polling details	4		
		To know election results	5		
		To know details about the candidates/ political parties	6		
		To participate in online contests	7		
		Others (please specify)			
F8	Did you have a satisfactory experience?	No	0		
		Somewhat	1		
		Yes	2		
F9	Have you ever used the call centre facility/ called at the helpline numbers of ECI?	No	0	→ F12	
		Yes	1		
		Don't know	9	→ F12	
F10	If yes, for what purpose did you make a call?	To clear doubts about registration process	1		
		To clear doubts about voting process	2		
		To know the polling dates and details	3		
		To know details of your BLO	4		
		To register a complaint	5		
		Others (please specify)			
F11	Did you have a satisfactory experience/ was your problem addressed satisfactorily?	No	0		
		Somewhat	1		
		Yes	2		
F12	Have you come across any of these voter edutainment material developed by ECI? (N-No, Y- Yes, D-Don't know)	ECI material	N	Y	D
		a. Picture Book- Proud to be a Voter/ Garv se banein Matdata	0	1	9
		b. Animation Film- Masti Dosti aur Matdaan	0	1	9
		c. Radio Programme- Loktantra Express	0	1	9

		d. Board Games- Vote ki Baazi/ Get Set Vote	0	1	9	
		e. Cartoon Strips- Wah Election Wah!	0	1	9	
		f. Computer Game- Ready Steady Vote	0	1	9	

(States can add more options in Section F questions but only after the options given herewith e.g. if State wants to add another option in F3 based on specific message/slogan that was used in the current election, it can be added as option '11' before Others)

Section G: Background information

Qno.	Question	Response	Code
G1	What's your educational qualification?	Illiterate	1
		Primary school	2
		High school	3
		Higher secondary	4
		Diploma/ Certificate	5
		Graduate & above including Professional/ Technical Courses	6
G2	What's your occupation?	Student	1
		Unemployed	2
		Unemployed available for work	3
		Government Service	4
		Private Service	5
		Own enterprise	6
		Labourer/ Cultivator/ Agricultural and allied activities	7
		Home maker	8
	Others (please specify)		
G3	What's your marital status?	Never married	1
		Married, no gauna	2
		Married	3
		Widowed	4
		Separated/divorced	5
G4	What's your social group?	SC	1
		ST	2

		OBC	3			
		Others	4			
G5	How often do you:	Responses	a.	b.	c.	d.
	a. read a newspaper or magazine?	Almost every day	1	1	1	1
	b. listen to the radio?	At least once a week	2	2	2	2
	c. watch television?	Less than once a week	3	3	3	3
	d Internet (Facebook, Whatsapp etc)?	Not at all	4	4	4	4
G6	During elections, which of the following sources do you rely on the most to get news on elections and politics?	Newspaper/magazine	1			
		Television	2			
		Radio	3			
		Internet	4			
		Mobile phone	5			
		Family/relatives/friends	6			
		Others (please specify)				

Section H: Only for Persons with Disabilities(PwDs)

Qno.	Question	Response	Code
H1	Have you come across any publicity/ voter edutainment material aimed at participation of PwDs?	No	0
		Yes	1
H2	Have you been contacted by the BLO of your area?	No	0
		Yes	1
H3	IF CODED 2 OR 3 IN C8: Please elaborate on the difficulties faced in the process of registration.		
H4	IF CODED 1 IN D5: Please elaborate on the difficulties faced in the process of voting.		