

# Survey Coverage



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## Small Town And Rural - STAR

**STAR** – Small Town And Rural is a single source market research surveys providing valuable and comparable consumer insights from all small towns and rural areas in India.

### **Why STAR?**

Rural India virtually had remained a black box for every marketer simultaneously providing an elusive picture on unlimited and untapped potential. The composite social fabric of India painted with many different colors namely caste, culture & cuisine, multiplied by a number of unique and specific regional and local nuances, arriving at a “one strategy for all” to reach the masses had never been possible.

The geographically vast and relatively thinly populated rural India provides an ultimate challenge making penetrating into Rural India a daunting task demanding endless supply of effort, money and energy. STAR, is an earnest attempt jointly by IMRB and JWT to unlock the decision making challenges by providing a comprehensive understanding of the Small Town and Rural consumer.

### **What makes STAR so unique?**

STAR provides information and insights across a wide spectrum of product and service categories that touches upon the consumers from different demo-geographic backgrounds. It offers incisive understanding of their mindsets, special and individual habits, values and beliefs. This valuable and broad range of information assists marketers and advertisers in identifying the target group, create powerful strategies for them and communicate to them through proper channels. Almost all businesses will find something of value in STAR.

The insights offered by STAR cover:

- Product and brand usage
  - 100 product groups and
  - 500 brands
- Leisure activities
- Lifestyle
- Media exposure and preferences
- Attitudes and motivations, &
- Demographics

## STAR can be used in many different ways!!

STAR provides an extremely broad array of information presenting virtually endless opportunities for market analysis and segmentation and helps you widen your consumer understanding and develop competitive strategies.

### Demographics Coverage – STAR:-

Sample	:	9272
Geography	:	Small town and Rural India
SEC	:	ABC, R1-R5
Age Group	:	15 yrs – 55 yrs

STAR covers information on almost every possible product / service that touches upon the lives of the small town and rural consumers. It ranges from foods they consume, toiletries and cosmetics they use, non alcoholic drinks, snacks, cars and two-wheelers, holidaying, information related to finance and investments, electric and electronic gadgets, etc.

### Evolving Consumer:

STAR helps you map cognition to better understand attitudinal and behavioural responses of consumers. STAR carries around 150 attitudinal and behavioural statements to measure the deeper cognitive perception that influences consumer's attitude and subsequent behaviours.



In short, STAR provides information on 100 categories covering around 500 brands. TGI being a *single source* study, one can establish a direct connect among various touch points of the same individual.

### Media touch points:-

STAR outlines the media consumption & habits. Both the traditional media like TV, Radio, Print, etc., as well as un-conventional media like internet, outdoor, cinema, mobile phone, etc., are covered in-depth. While all the standard information is made available in traditional media, the information available in neo media like internet, also is wide and deep.

INFORMATION AVAILABLE IN STAR

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## **Demographic Information**

- ✓ **Gender & Household status** of the respondent
- ✓ **Age group** and age of last birthday
- ✓ **Marital Status**
- ✓ **Working Status**
  
- ✓ **Education**
  - Education of respondent
    - Urban
    - Rural
  - Education of the main earner
    - Urban
    - Rural
  
- ✓ **Body Mass Index**
  - Height
  - Weight
  - Segments
    - Underweight
    - Normal
    - Overweight
    - Obese
  
- ✓ **Languages**
  - Read
  - Write
  - Speak

✓ **Social Classifications**

- Urban
  - SEC A
  - SEC B
  - SEC C
  - SEC D/E
- Rural
  - SEC R1
  - SEC R2
  - SEC R3
  - SEC R4

✓ **Income**

- Ways of earning income
- Months of earning income
- Number of people with own income
- Personal Income
- Household Income

✓ **Household Composition**

- Currently living with
- Number of People In Household
- Number of children in the house (15 years or younger)
- Number of Adults In Household (15-55)
- Number of adults (55+ years) in house
- Full time earners Working 30+ hours
- Part time earners working less than 30 hours

✓ **Children details**

- Number of sons and daughters
- Age of Children
- Education of children
- Medium of instruction in school
- Saving for children's higher education
- Place for daughter's education

✓ **Occupation**

- Current working status / Studying in school or college
- Spouse's working status
- Occupation of the respondent
- Occupation of the main earner

✓ **Home details**

- House own/ rented
- Total number of rooms
- House area
- Value of the house
- Last painted in the house
- Power/ electricity in the house
- Power cuts in the house
- Type of fuel used
- Type of house (Rural)
  - ✓ Pucca
  - ✓ Semi Pucca
  - ✓ Kutcha



✓ **Life Events**

- Experienced in the last 12 months
- Expect to experience in the last 12 months

✓ **Transport and commuting**

- Mode of transport used yesterday
- Time spent while travelling
- Frequency of travelling

✓ **Daily diary**

- Activities performed during different time bands of a day

✓ **Geographical Classifications**

- Locality
  - ✓ Small Towns (Urban < 1 lac)
  - ✓ Rural (2000+ pop)
- States
  - ✓ Andhra Pradesh
  - ✓ Bihar
  - ✓ Gujarat
  - ✓ Karnataka
  - ✓ Kerela
  - ✓ Madhya Pradesh
  - ✓ Maharashtra
  - ✓ Punjab
  - ✓ Rajasthan
  - ✓ Tamil Nadu
  - ✓ Uttar Pradesh
  - ✓ West Bengal

## **Media Coverage**

### ✓ **Print Media**

- Newspapers
  - 6 day dailies
  - 7 day dailies
    - AIR only
    - AIR & Frequency
- Magazines
  - Bi-weekly
  - Weekly
  - Fortnightly
  - Monthly
  - Bi-monthly
  - Quarterly
- Languages read
- Place of reading
- Time spent while reading on weekend and weekday
- Number of days read in a week
- Topics of Interest
  - In newspapers
  - In magazines

### ✓ **Radio**

- Listened in last
  - 3 months
  - 1 month
  - 1 week
- Stations listened to in last 1 week
- Time spent

- Weekdays
- Weekends
- No. of days radio listened to in an average week
- Type of program liked
- Languages listened to
- Place of listening
- Device used usually
- Time when listened to radio

✓ **Television**

- Watched in last
  - 3 months
  - 1 month
  - 1 week
- Type of programs like to watch
- No. of days watched in an average week
- Time spent on watching TV
  - Weekdays
  - Weekends
- Time when programs are watched
- Channels watched in last week
- How TV programs received
  - Through Terrestrial Antenna
  - DTH
  - Through Cable
- Intend to take CNS in next 12 months
- When subscribed to/ taken
  - DTH
  - CAS
  - Cable

- Pay per month
  
- Amount paid for installing set top box
  - DTH
  - CAS
  
- Number of channels through
  - DTH
  - CAS
  - Cable
  
- Extra channels
  - Pay more
  - Number of extra channels taken
  - Amount paid for extra channels
    - DTH
    - CAS
  
- DTH
  - Provider
  - Additional features
  - Language of movies on demand
  - Place of purchase
  - Frequency of recharging
  - Way of recharging
  - Factors influencing choice of service provider

## **Cinema**

- Cinema Visits
- Frequency
- Last seen movie
- Type of movies liked
- Normally go with
- Number of films watched in last 3 months
- Money spent
- Presence of multiplex in city/village

## ✓ **Celebrity endorsements**

- Influence of celebrities in purchases
- Celebrities recalled
- Celebrities valued a lot
- Celebrities loved for each category like creams, mobile etc.

## ✓ **Advertising**

- Source of awareness for new products
- Type of outdoor advertising noticed in last week

## **Communications & Internet**

### ✓ **Internet (Home/Elsewhere):**

- Period when last accessed
  - 12 months
  - 3 months
  - 1 month
- When last accessed
  - Today
  - 2-3 days ago
  - 4-5 days ago etc.
- Regularly and occasionally access from
  - Home
  - School/ college/ computer class
  - Friend's/ relative's place
  - Office
  - Cyber café
  - Public places
- Number of days access internet from home/ elsewhere
- In last month, total time spent online
  - Weekend
  - Weekdays
- In last week, total time spent online
  - Weekend
  - Weekdays
- Total time spent last week on
  - Emailing
  - Surfing
  - Chatting
- Type of subscription at home

- Type of connection at home
- Amount paid for internet
- Frequency of making purchase on internet
- Method of payment used while making purchases
- Sites visited online

✓ **Computers In Your Home**

- Ownership
- Type- laptop, desktop
- When obtained
- User
- Usage
- Brand
- Usage hours per week
- Factors influencing choice of brand

✓ **Mobile Phones**

- Number of mobile phones owned
- Number of people in household having mobile in working condition
- How long have been using mobile phone
- Price of mobile phone
- Is it the first handset
- Brands of mobile
  - Use currently
  - Used earlier
- Service provider
  - Main handset
  - Secondary handset
- Duration with current service provider
- Factors influencing choice of brand

- Type of connection
- Frequency of recharge
- Place of recharge
- Amount of recharge/ monthly bill
- Usually pay bill through
- Number of calls in a month
- SMS
- Features in mobile phone
  - Have
  - Use
- Activities using mobile phone - downloading etc.
- Services from mobile phone- cricket updates, astrology etc.
- Money spent per month
- Phone booth/ call box

✓ **Home Telephones (Landline)**

- Number of lines
- Type of landline phone
- Number of telephone sets
- Number of calls
  - Local
  - STD
  - ISD
- Approximate monthly bill

✓ **Post Office**

- Present in village
- Services normally used



## Food

- ✓ Atta
- ✓ Biscuits
- ✓ Baby milk
- ✓ Breakfast cereals
- ✓ Butter
- ✓ Cooking oil
- ✓ Instant noodles
- ✓ Ghee
- ✓ Jams / marmalade
- ✓ Tomato ketchup
- ✓ Vanaspati

## Questions Including

*Usage*

*Type*

*Frequency*

*Brand*

*Frequency of buying*

*Bought from*

*Person who buys*

*Pack size*

*Heaviness of consumption*

*specific categories*

## Sweet & Salty Snacks

- ✓ Chocolates
- ✓ Toffees, lozenges and mouth fresheners
- ✓ Chewing gums
- ✓ Potato chips
- ✓ Salty snacks
- ✓ Snack items
- ✓ Cake/ Gulab Jamun mix
- ✓ Ice cream

### **Questions Including**

*Usage*

*Place – At home / Outside*

*Frequency*

*Brand*

## Non-Alcoholic Drinks

- ✓ Sherbets
- ✓ Bottled Mineral Water
- ✓ Ready to drink flavoured milk and lassi
- ✓ Colas (like Pepsi, Coke)
- ✓ Other fizzy soft drinks (like Sprite, 7 up)
- ✓ Soda
- ✓ Health food drink
  - Method of consumption
  - Time of consumption
  - Flavors used most often
- ✓ Tea
- ✓ Coffee
  - Filter
  - Instant
- ✓ Energy Drinks
- ✓ Glucose powder
- ✓ Fruits/Squashes/Cordials/Concentrates/Powders
- ✓ Liquid milk
- ✓ Powdered milk

## Questions Including

*Usage*

*Place – At home / Outside*

*Frequency*

*Brand*

*Bought from*

*Person who buys*

*Pack size*

*Heaviness of*

*consumption*

*specific categories*

## Appliances and Other Household Durables

- ✓ Occasions for buying durables
- ✓ Purchase influenced by
- ✓ Household items- iron, cooker, stove, inverter etc.
  - Do not own
  - Currently own
  - Bought in last 1 year
  - Decision maker
  - New household product
  - Second hand household product
  - Intend to buy in next 1 year
- ✓ Household products- bicycle, ceiling fan, digital camera,gaming devices etc.
  - Currently own
  - Bought in last 1 year
  - Decision maker
  - New / second hand currently own
- ✓ No. of durables in working order
- ✓ Television
  - Type of TV set owned
  - Remote control
  - Screen size
  - Brands owned
  - Source of power
- ✓ VCD/DVD player
  - Frequency of using
  - Brands owned
- ✓ Washing machine
  - Last bought
  - Type bought
  - Brands owned

✓ Refrigerator, Air conditioner, Air cooler

- Usage
- Bought in last 1 year
- Decision maker
- New/ second hand
- Last bought
- Single door/ double door
- Type of refrigerator
- Brands owned

## Toiletries and Cosmetics

### ✓ **Product usage (All)**

- Toothpaste
- Tooth powder
- Toothbrush
- Toilet soap
- Shampoo
- Hair oil
- Fairness, beauty and turmeric creams
- Hair colorants and dyes
- Talcum powder
- Heena/ Mehendi

### ✓ **Product usage (Women)**

- Razors and hair removing products
- Nail polish/ varnish
- Eye make up
- Face powder
- Lipstick
- Sanitary napkins
- Beauty parlour/ salon visits
- Expenditure on skincare products and cosmetics

### ✓ **Product usage (Men)**

- Razors
- Shaving cream/ soap/ foam
- Shaving knife
- Shaving round
- Alum
- After shave sprays and cologne

### **Questions Including**

*Usage*

*Type*

*Frequency*

*Brand*

## Household products

### ✓ Product usage (All)

- Detergent/ washing powder
- Detergent cakes
- Post wash blue
- Liquid bleach
- Liquid soap for washing clothes
- Liquid soap for washing hands
- Products for cleaning utensils
- Household insecticides
- Instant starch
- Specialized floor cleaners
- Toilet cleaners
- Glass/metal surface cleaners
- Air fresheners

### Questions Including

*Usage*

*Frequency*

*Person who buys*

*Brand*

## Health and Pharmaceutical Products

- ✓ Problems faced in last 3 months
- ✓ Medicines taken in last 3 months
- ✓ Rubs, balms and pain killers
- ✓ Honey
- ✓ Chyawanprash
- ✓ Antiseptic liquid for household use

### **Questions Including**

*Usage*

*Frequency*

*Place of buying*

*Person who buys*

*Brand*



## **Shopping, Retail and Clothing**

### ✓ **Shopping for durables**

- Level of personal decision in purchases

### ✓ **Shopping for groceries**

- Level of personal decision in buying
- Frequency of buying
- Amount spent for various categories in last 1 month

### ✓ **Retail visits**

- Shopping requirements for household
- Ways of recognising the product
- Type of offers preferred
- Reasons for preferring shopping outlets

### ✓ **Clothing for Men / Women**

- Usually wear to work
- Usually wear at home
- Type of clothes
- Clothes bought during
- Amount spent in last 12 months
- Number of each type owned
- Last time purchased

## **Sports & Leisure**

- ✓ Sports & Leisure Activities:
  - Take part
  - Play / Watch it on tv
- ✓ Number of times exercise
- ✓ Frequency of
  - Theatre and plays
  - Indian classical music and dance shows
  - Nautanki
- ✓ Eating out
- ✓ Utilities at home
- ✓ Lottery tickets
  - Purchases
  - Frequency
  - Spends
  - Playing online

## **Melas and haats**

- Visits
- Frequency of visiting
- Activities
- Purchases

## Vehicles

- Have
- Plan to buy
- Number owned
- Most recent purchase
- News/ second hand
- Name of company/ model
- Person who paid
- Cost of car
- Mode of payment
- Decision taken by
- Insurance

## Holidays and Travel

### ✓ Last holiday details – within India / Out of India

- Total number of holidays taken
- Number of nights away from home
- Went with
- Type of place
- Distance travelled
- Cost
- Booking
- Mode of transport
- Accommodation
- Month when holiday taken
- Type of trip
- Domestic airlines flown in last 12 months
  - Business
  - Personal

## **Financial Services**

### ✓ **Have Medical / Health Insurance**

- Type
- Company
- Paid by
- Spouse/Family Cover
- Amount of premium

### ✓ **Life Insurance**

- When Policy taken out
- Type
- Family members covered
- Premium paid by
- Annual total amount of premium
- Factors influencing the selection

### ✓ **Current & Savings Account**

- Number held
- Type held
- Own/Joint Account
- Name of bank
- Factors considered while opening account
- Have ATM card
- Frequency of using ATM card

### ✓ **Credit/ Debit Cards**

- Owned, Used Last 12 Months
- Number of cards owned
- Primary/ add on card
- Average amount spent
- Frequency of using
- Bills settled by

- Validity of card
- Important factors while choosing card
- ✓ **Savings and Investments**
  - ✓ Value has increased/decreased
  - ✓ Time of investing
  - ✓ Assistance taken from
  - ✓ Scheme invested for self and family
  - ✓ Value of all savings
  - ✓ Factors considered while investing
  - ✓ Decision maker while investing
  - ✓ Online trading
  - ✓ Mutual fund brands
  - ✓ Trading in stocks and shares
- ✓ **Loans**
  - Have a loan
  - Type of loan – personal, home, auto, etc
  - Repayment term
  - Taken from
  - Value of loan
  - Factors influencing the selection of loan provider.
- ✓ **Self help groups**
  - Aware
  - Member
  - Activities
- ✓ **Chit funds**
  - Invested
  - Duration
  - Amount invested

## **Advertising and Celebrity Endorsements – Information available only through STAR**

- ✓ Source of awareness of new products
  - TV
  - Radio
  - Newspaper
  - Magazines
  - Retail shops
  - Friends / relatives, etc
- ✓ Duplicate products
  - Aware
  - Bought
- ✓ Attitudinal statements on duplicate products purchase like
  - When a brand I want is not available, I don't mind buying a duplicate or fake product
- ✓ Celebrity Endorsements
  - Celebrities Value a lot
  - Celebrities Valued earlier
- ✓ Recognition of products through statements like
  - By the color of the product / packaging
  - By the logo of the product
  - By the name / spelling of the product, etc
- ✓ Type of offers preferred
  - Buy 3 get 1 free
  - Buy product A get product B free, etc

## Attitudinal Statements

STAR has around 160 attitudinal statements providing an insight into the mindset of the consumers. The attitudinal statements can also be used for psychographic segmentation of the consumers. The attitudinal statements spans across:

- Attitude towards self
- Family
- Career
- Health, Hygiene & Nutrition
- Children
- Education
- Personal appearance
- Shopping
- Finance,
- Agriculture,
- Media, etc.



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**THANK YOU**

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