



Oxford University

Objective - The purpose of this research was to understand social attitudes, political policy preferences, and opinions on current affairs in UP (compared to the rest of India).

Project Type - Quantitative

Sample Size - 3600 (Online - 2000, offline - 1600)

Target Audience - Fielded in the state of Uttar Pradesh only, diversity in age/gender/income, covered all 70+ districts of Uttar Pradesh. Specific quotas on Castes as well.

Survey Languages - Primarily Hindi but English too (over 90% of the sample using the Hindi language).
Field Time - 6 Weeks

Challenges managed through custom recruitment - 55% of the sample was achieved via offline sampling techniques - a mix of the phone to web and personal interviews. The survey was fielded just in one state of India, with a complex quota setup that required smart sampling approaches and close coordination with offline and online teams working simultaneously in different cities to deliver the project on time and meet all the quota limits to ensure diversity of the sample.