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# INTERVIEW SCHEDULE

## RURAL SCHEDULE

<table>
<thead>
<tr>
<th>LOCALITY CODE</th>
<th>SCHEDULE NO.</th>
<th>CODE NO.</th>
</tr>
</thead>
</table>

### GENERAL INFORMATION

1. Name of the respondent .................................................................
2. Address of the respondent .............................................................
3. Telephone Number .................................................................
4. Mobile Number .................................................................
5. E.mail ...............................................................
6. Age .................................................................
7. Sex : Male [ ] Female [ ]
8. Religion : Hinduism [ ] Islam [ ] Christianity [ ] Others {Specify} ..............
   { Please Specify } .............................................................
10. Caste : SC [ ] ST [ ] OBC [ ] General [ ]
11. Marital status of respondent : Married [ ] Unmarried [ ] Any Other [ ]
12. Languages known: Bengali [ ] Hindi [ ] English [ ] Assamese [ ] Manipuri [ ] Any
    Other {Please Specify} .............................................................
13. Educational Qualification of Respondent : Illiterate [ ] Primary [ ] High School [ ]
    Higher Secondary [ ] Graduate [ ] Post Graduate [ ] Technical { Diploma Holder From
    Polytechnic / ITI etc.} [ ] Professional { MBBS, LLB, B. Tech, MBA, MCA, MMC, M. Phil.,
    Ph.D.} [ ] Any Other, Please Specify .............................................................
14. What is the educational qualification of your father?
    Illiterate [ ] Primary [ ] High School [ ] Higher Secondary [ ] Graduate [ ] Post
    Graduate [ ] Technical { Diploma Holder from Polytechnic / ITI Etc.} [ ] Professional
    { MBBS, LLB, B.Tech, MBA, MCA, MMC, M.Phil., MCA, M. Phil. , Ph.D. Etc.} [ ] Any Other, Please Specify
    .............................................................
15. What is the educational qualification of your mother?
    Illiterate [ ] Primary [ ] High School [ ] Higher Secondary [ ] Graduate [ ] Post
    Graduate [ ] Technical { Diploma Holder From Polytechnic / ITI Etc.} [ ] Professional
    { MBBS, LLB, B.Tech, MBA, MCA, MMC, M. Phil. , Ph.D. Etc.} [ ] Any Other, Please Specify
    .............................................................
16. Occupation: Respondent: Main ..............................................Subsidiary ....................
    Father’s Occupation: Main ..............................................Subsidiary ....................
    Mother’ Occupation: Main ..............................................Subsidiary .....................
17. Number of Family Members .............................................................
18. Family Structure : Joint [ ] Nuclear [ ]
19. Monthly income of the family .............................................................
20. Length Of Residence in Silchar { Assam } : Since Birth [ ] For Last 1-5 Years [ ]
    For Last 6-10 Years [ ] For Last 11 – 15 [ ] More Than 20 Years [ ]
21. Number of Generation in Assam State .............................................................
22. Ownership Of The House : Own House [ ] Rented House [ ] Official House [ ]
23. How many living rooms are there in your house? One [ ] Two [ ] Three [ ] Four [ ]
    Five [ ] More Than Six [ ]
24. Number of Domestic Animals you have :

<table>
<thead>
<tr>
<th>Name Of Domestic Animals</th>
<th>Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cow</td>
<td></td>
</tr>
</tbody>
</table>
Buffalo
Bull
Dog
Goat
Hen
Duck
Pigeon
Others

25. Do you possess own land in the village? Yes [       ] , No [       ]
26. If yes, what is the total size of land you possess (In Bigha / Katha)? Total Land [        ], Agricultural [    ], Household Land [    ], Cultivated Land [    ], Uncultivated Land [    ].
27. Have you taken or given agricultural land for share cropping? Yes [    ], No [    ]
28. If yes, to whom or from whom? ...........................................
29. For agriculturists:
What crops do you grow? ..........................................................
Which machines do you use for cultivation ..................................
Which fertilizers do you use ..................................................
What seeds do you use ..........................................................
Where from do you get information about fertilizers & seeds?
 ..................................................................................................
 .................................................................................
 Where from do you bring fertilizers & seeds?
 ..................................................................................................
30. What is the source of drinking water?
Pond [    ] Well [    ] Tube Well [    ] Supply Water [    ] Other {Specify} [    ]
31. How do you cook food? LPG [    ] Kerosine Stove [    ] Chulha [    ] Other, Please Specify
 ..................................................................................................
32. Do you have bank account? Yes [    ] No [    ]
33. If yes, which bank .................................................................
34. Do you have post office saving account? Yes [    ] No [    ]
35. If yes, which post office ..........................................................
36. Have you taken loan from any bank or financial institution? Yes [    ] No [    ]
37. If yes, please provide further information:

<table>
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<tr>
<th>Bank/Institution</th>
<th>Amount</th>
<th>Purpose</th>
<th>Security</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

38. Household consumption pattern: which of the following items do you have?
DTH [    ] Car [    ] Computer / Laptop [    ] Washing Machine [    ] Mobile Phone [    ] DVD / VCD
Player [    ] Water Purifier {Kent, Pureit, Etc.} [    ] Inverter [    ] Color TV [    ] Refrigerator [    ]
Camera [    ] Telephone [    ] Scooter / Motorcycle [    ] Sofa Set [    ] Cooking Gas [    ] Dining
Table [    ] Dinner Set [    ] Tea Set [    ] Washing Basin [    ] Mixture / Juicer / Grinder [    ]
Immersion Rod [    ] Room Cleaner Cum Moped [    ] Dressing Table [    ] Black @ White TV [    ]
Tape Recorder [    ] Steel Almirah [    ] Showcase [    ] Emergency Light [    ] Water Filter
{Ordinary} [    ] Shower [    ] Sewing Machine [    ] Bicycle [    ] Wall Clock [    ] Iron [    ]
Holdall [    ] Torch [    ] Tabla / Harmonium [    ] Calculator [    ] Electric Fan [    ] Kerosine Stove
[    ] Pressure Cooker [    ] Cable Connection [    ] Goodnight / All Out Liquidator [    ]
39. Where do you go for medical treatment?
40. Which treatment preferred by you? Homeopathy [ ], Allopathy [ ], Ayurvedic [ ], Biochemic [ ], Any Other Please Specify …………………………….

41. How often do you go to Silchar town? Daily [ ], Alternate Days [ ], Once in a week [ ], More than once in a week [ ], Once in a month [ ], More than once in a month [ ], Once in two months [ ], More than three months [ ], Very rarely [ ].

42. For what purpose do you visit Silchar town? (Please specify) ……………………………………………………………………………………………….

43. How do you travel? Bus [ ], Car [ ], Sumo [ ], Hire Vehicle [ ], Personal Vehicle (Motor Bike / Scooter / Bicycle) [ ], Other Please Specify ……………………………………………………………………………………………….

EXPOSURE TO MASS MEDIA:

44. Do you subscribe any newspaper? Yes [ ] No [ ]

45. If yes, which newspaper do you subscribe and read?
Times of India [ ] Telegraph [ ] Assam Tribune [ ] Asian Age [ ] Sentinel [ ] Aak Kal [ ]
Anand Bazar Patrika [ ] Dainik Yugasankha [ ] Sfrontier Sun [ ] Samoik Prasanga [ ]
Dainik Purvodaya [ ] Dainik Assam [ ] Dainik Agradoot [ ] Employment News [ ]
The Statesman [ ] The Hindustan Times [ ] The Hindu [ ] Any Other, Specify ……………………………………………………………………………………………….

46. Which part of the newspaper do you read mostly:
Editorial [ ] Cinema [ ] Matrimonial [ ] Sports [ ] Advertisement [ ] Politics [ ] Zodiac
Sign [ ] Employment [ ] Current Affairs [ ] Reader’s Column [ ] Headlines [ ] First
Page News [ ] Defence Related Matters [ ] Business [ ] Foreign News [ ] Health
Related Matters [ ] International News [ ] Entertainment [ ] Other, Please Specify ……………………………………………………………………………………………….

47. How many days in a week do you read newspaper? Don’t read [ ] 1 Day [ ] 2-3 Days [ ] 4-6 Days [ ] Daily [ ]

48. How many hours do you read newspaper? Don’t read [ ] Half an hour [ ] One hour [ ] Two hours [ ] More than two hours [ ]

MAGAZINE:

49. Do you read magazines / journals? Yes [ ] No [ ]

50. If yes, which magazine do you read: India Today [ ] Outlook (English / Hindi) [ ]
Manorama (Bengali) [ ] Business World [ ] Frontline [ ] Sports World [ ] Women’s Era [ ]
Competition Success Review [ ] Competition Refresher [ ] Femina [ ] North East Sun [ ]
Eastern Panorama [ ] Yojana [ ] Health [ ] Digit [ ] Inside [ ] Film Fare [ ] Star
Dust [ ] Cine Blitz [ ] Chronicle [ ] Cosmopolitan [ ] Desh [ ] Sananda [ ]
Anandlok [ ] Nabakollal [ ] Bartaman [ ] Reader’s Digest [ ] Other’s, Please Specify ……………………………………………………………………………………………….

52. How much time do you spend on reading magazine? Less than one hour [ ] 1 Hour [ ]
    2-3 Hours [ ] 3-4 [ ] More than 4 Hours [ ]
53. What type of article do you read in the magazine? Stories [ ] Features [ ]
    News [ ] Business [ ] Others, Please Specify [ ]

RADIO:

54. Do you have a radio set? Yes [ ] No [ ]
55. Do you listen to radio regularly? Yes [ ] No [ ]
56. What type of radio set do you have? Simple [ ] Two-In-One [ ] Three-in-one [ ]
    Multi-type [ ]
57. Which type of radio brand do you have?

<table>
<thead>
<tr>
<th>Name of the brand</th>
<th>Type {Only Radio, Radio with Cassette Player, Radio with Cassette and CD Player}</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philips</td>
<td></td>
</tr>
<tr>
<td>Murphy</td>
<td></td>
</tr>
<tr>
<td>Weston</td>
<td></td>
</tr>
<tr>
<td>BPL</td>
<td></td>
</tr>
<tr>
<td>Chinese</td>
<td></td>
</tr>
<tr>
<td>Any other {please specify}</td>
<td></td>
</tr>
</tbody>
</table>

58. How frequently do you listen radio in a week? Daily [ ] 5-6 Days [ ]
    3-4 Days [ ] 1-2 Days [ ] Occasionally or Rarely [ ]
59. At what time do you listen radio? In Morning Hours {6-10 A.M.} [ ]
    Forenoon {10-12 A.M.} [ ] Afternoon {12-4 P.M.} [ ]
    Evening {4-6 P.M.} [ ] Night {After 6 P.M.} [ ]
    No Fixed Schedule [ ]
60. Which of the following stations of the radio do you listen?

<table>
<thead>
<tr>
<th>Sl.</th>
<th>Name of the Radio Stations {MW&amp;SW}</th>
<th>Please mention the programmes listen most by the respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Akashbani Silchar {MW}</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Akashbani Guwahati {MW}</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Akashbani Shillong {MW}</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Akashbani Dibrugarh{MW/SW}</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Akashbani Delhi{SW}</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Vividha Bharti {SW}</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Radio Bangladesh {MW/SW}</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>All India Radio{SW}</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Other, please specify</td>
<td></td>
</tr>
</tbody>
</table>

61. How much time do you spend daily on radio listening? Less than one hour [ ] 1-2 hours [ ]
    3-4 hours [ ] 5-7 hours [ ] More Than 7 Hours [ ]

TELEVISION:

62. Do you have television set? Yes [ ] No [ ]
63. What type of connection do you have to watch TV? Ordinary Antenna [ ] Cable Connection [ ]
    DTH {Dish/ Tata Sky Etc.} [ ]
64. How many days do you watch television in a week? Don't watch [ ] Daily / Regularly [ ] 5-6 days [ ] 3-4 days [ ] 1-2 days [ ] Rarely / Occasionally [ ]
65. How many hours do you spend daily on watching TV? Less than one hour [ ] 1-2 hours [ ] 3-4 hours [ ] More than 4 hours [ ]
66. When do you watch television? Morning [ ] Noon [ ] Afternoon [ ] Evening [ ] All [ ] Uncertain [ ]
67. Where do you watch television? At Home [ ] At neighbour's / relatives / friend's house [ ] At shop [ ]
69. Do you have cable connection? Yes [ ] No [ ]
71. Do you have DTH services? Yes [ ] No [ ]
73. How many movies do you watch daily on TV? Don't Watch [ ] One [ ] Two [ ] Three [ ] More Than Three [ ]
74. Which is your favourite movie channel (Please Specify the Name) … … … … … … … … … … … … … … … … … … … … … … … … … … … … … … … …
75. Do you have DVD/VCD/ VCR player? Yes [ ] No [ ]
76. If yes, how many movies do you watch weekly? Don't Watch [ ] One [ ] Two [ ] Three [ ] Four [ ] Five [ ] Six [ ] Seven [ ] More Than Seven [ ]

NEW MEDIA:

77. Do you have access to computer / internet? Yes [ ] No [ ]
78. If yes, where do you use computer? Home [ ] Cyber Café [ ] School / College / University [ ] Other Place, Please Specify … … … … … … … … … … … … … … … … … … … … … … … … … … … … … … … …
80. How many movies do you watch daily on Computer/laptop? Don't Watch [ ] One movie [ ] 2-3 movies [ ]
81. How long do you use internet per day?  
   Half an hour [ ]  Two hours [ ]  Three hours [ ]  More than three hours [ ]  Other, Please Specify

82. Approximately how many e-mails do you receive in a month?  

83. Level of Digital Literacy of the Respondent.  Diploma [ ]  Degree [ ]  Learned By Experienced [ ]

CINEMA / FILM:

84. Do you watch films?  Yes [ ]  No [ ]

85. How do you watch films?  On TV [ ]  On DVD / CD Player [ ]  Laptop / Computer [ ] on mobile handset [ ]

86. Where do you watch films?  At Home [ ]  At neighbours / relatives / friends house [ ]  At shop [ ]

87. How many films have you seen during last one week?  Nil [ ]  One film [ ]  Two films [ ]  Three films [ ]  Four films [ ]  Five films [ ]  Six films [ ]  Seven films [ ] More than seven films [ ]

88. Kinds of films you prefer.  Romantic Film [ ]  Adult Film [ ]  Commercial Film [ ]  Art Film [ ]  Action [ ]  Comedy Film [ ]  Mythological [ ]  Animated [ ]  Any Other, Please Specify

89. The language of the film you prefer.  Hindi [ ]  English [ ]  Bengali [ ]  Assamese [ ]  Any Other, Please Specify

90. Which type of films do you watch mostly?  Black & White [ ]  Colour [ ]

91. Which time period of movies do you watch mostly?  1970-80 decades [ ]  1990-2010 [ ]

92. Do you watch English movies dubbed in Hindi?  Yes [ ]  No [ ]

93. At what time do you prefer to watch films?  Morning [ ]  Afternoon [ ]  Evening [ ]  Night [ ]

94. Frequency of watching films.  High [ ]  Medium [ ]  Low [ ]

95. How many DVD/CD’s you brought or hired during last one week?  Nil [ ]  One [ ]  Two [ ]  Three [ ]  Four [ ]  Five [ ]  Six [ ] More Than Six [ ]

96. Do you watch movies on your mobile handset?  Yes [ ]  No [ ]

97. How many movies you have watch during last one week?  Nil [ ]  One movie [ ]  Two movies [ ]  Three movies [ ]  Four movies [ ] More Than Four movies [ ]

98. Who is your accompanying person(s) during watching movies?  Alone [ ]  Family Members [ ]  Friends [ ]  Any Other Specify

99. Do you visit to cinema theatre?  Yes [ ]  No [ ]

100. If yes, who is your accompanying person(s)?  Alone [ ]  Family Member [ ]  Friends [ ]  Any Other Specify

101. Where do you go to watch films?  Silchar [ ]  Any Other Place, Specify

VI
102. How frequently do you go to cinema theatre?
Weekly [ ] Fortnightly [ ] Once in a month [ ] Once in a three months [ ] Occasionally / Rarely [ ]

103. Which pattern (Media) do you mostly prefer for watching films?
TV [ ] DVD / VCD Player [ ] Laptop / Computer [ ] Cinema Theatre [ ] Mobile Handset [ ]

104. What reason boost up you to watch film?
To pass time [ ] To receive some knowledge / Education [ ] For entertainment [ ]

105. Do you agreed that today's films use modern technology, actor, actresses wear western costumes and the budget of film is high?
Great extent [ ] Some extent [ ] Less extent [ ]

106. Do you agree that films perform the function of entertainment?
Great extent [ ] Some extent [ ] Less extent [ ]

107. Do you think that corruption, underworld elements and black-marketing issues are projected most of the items in films?
Great extent [ ] Some extent [ ] Less extent [ ]

108. Do you think that films has impact on youth?
High Impact [ ] Moderate impact [ ] Low impact [ ]

109. Do you think that films has the impact on different strata of society (upper middle class, middle class and lower class) in terms of: (a) Popularizing music among the people (b) Creating awareness of fashion trends (c) Popularizing various places, Culture and religion among the people. Yes [ ] No [ ].
If Yes, then specify in terms of: High impact [ ] Moderate impact [ ] Low impact [ ].

110. Do you think that films has the impact on different strata of youth in terms of: (a) motivating them to plan for various jobs, (b) encouraging them to take adverse steps if their wish is not fulfilled.
Yes [ ] No [ ].
If Yes, then specify in terms of: High impact [ ] Moderate impact [ ] Low impact [ ].

111. According to you which is your favourite Director?
V. Shantaram [ ] Phani Sharma [ ] Rohini Kumar Barua [ ] Ritwik Ghatak [ ] Abdul Mazid [ ] Budhadeb Das Gupta [ ] Mrinal Sen [ ] Shyam Benegal [ ] Aparna Sen [ ]
Sooraj Barjatya [ ] Sanjay Leela Bhansali [ ] Sekhar Kapoor [ ] Nagesh Kukunoor [ ]
Rituparno Ghosh [ ] Madhur Bhandarkar [ ] Meera Nair [ ] Neutral [ ]
If Any Other Please Specify ………………………………………………………………………

112. Who is your favourite Script writer?
Javed Akhtar [ ] Rahi Masoom Raja [ ] Mahesh Bhatt [ ] Wajahat Mirza [ ]
Salim Khan [ ] Salim Javed [ ] Gulshan Nanda [ ] Gulzar [ ] Kamna Chandra [ ]
Neutral [ ] If any other specify …………………………………………………………………

113. Who is your favourite Choreographer?
Farah Khan [ ] Saroj Khan [ ] Remo D'Souza [ ] Terance Lewis [ ]
Geeta Kapoor [ ] Vaibhai Merchant [ ] Ganesh Hedge [ ] Remo Fernandez [ ]
Ranjita Vaidya [ ] Neutral [ ] If Any Other Specify …………………………………………..

114. Whose Dialogue mostly liked by you?
Who is your favourite Male playback singer?

Who is your favourite Female playback singer?

Name your favorite Lyrics writer.

Name your favorite Actor.
- Prithvi Raj Kapoor, Raj Kapoor, Guru Dutt, Balraj Sahni, Bharat Bhushan, Ashok Kumar, Rajendra Kumar, Sanjeev Kumar, Nasiruddin Shah, Amitabh Bacchan, Sunil Dutt, Shammi Kapoor, Uttam Kumar, Sabyasachi Chakraborty, Prasunjit, Mithun Chakraborty, Soumitra Chatterjee, Aideu Handique, Prabin Bora, Jatin Bora, Moloya Goswami, Utpal Dutt, Kamal Hassan, Nepon Goswami, Biju Phukan, Pranjel Saikia, Manoj Bajpayee, Nana Patekar, Aamir Khan, Sharukh Khan.

Name your favorite Actress.

Name some of your favorite Music director.

Date: ___________________________ Name of the investigator
# INTERVIEW SCHEDULE

## LOCALITY CODE

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<th>CODE NO.</th>
</tr>
</thead>
</table>

## GENERAL INFORMATION

1. Name of the respondent .................................................................
2. Address of the respondent ..............................................................
3. Telephone Number .................................................................
4. Mobile Number ................. E.Mail..................................................
5. AGE ..........................................
6. Sex : Male [ ] Female [ ]
7. Religion : Hinduism [ ] Islam [ ] Christianity [ ] Others {Specify}.................................
8. Mother Tongue : Bengali [ ] Hindi [ ] Assamese [ ] Manipuri [ ] Any Others {Please Specify} ..........................................
9. Caste : SC [ ] ST [ ] OBC [ ] General [ ]
10. Caste Title ...............................................................
11. Marital Status of Respondent : Married [ ] Unmarried [ ] Any Other [ ]
12. Languages known: Bengali [ ] Hindi [ ] English [ ] Assamese [ ] Manipuri [ ] Any Other { Please Specify} ..........................................
13. Educational qualification of respondent : Illiterate [ ] Primary [ ] High School [ ] Higher Secondary [ ] Graduate [ ] Post Graduate [ ] Technical {Diploma Holder From Polytechnic / ITI etc.} [ ] Professional {MBBS, LLB, B. Tech, MBA, MCA, MMC, M.Phil., Ph.D.} [ ] Any Other, Please Specify ..........................................
14. What is the educational qualification of your father?
   Illiterate [ ] Primary [ ] High School [ ] Higher Secondary [ ] Graduate [ ] Post Graduate [ ] Technical {Diploma Holder From Polytechnic / ITI etc.} [ ] Professional {MBBS, LLB, B. Tech, MBA, MCA, MMC, M.Phil., Ph.D. etc.} [ ] Any Other, Please Specify ..........................................
15. What is the educational qualification of your mother?
   Illiterate [ ] Primary [ ] High School [ ] Higher Secondary [ ] Graduate [ ] Post Graduate [ ] Technical {Diploma Holder From Polytechnic / ITI etc.} [ ] Professional {MBBS, LLB, B. Tech, MBA, MCA, MMC, M.Phil., Ph.D. etc.} [ ] Any Other, Please Specify ..........................................
16. Occupation : Respondent : Main ..................... Subsidiary .........................
   Father's Occupation : Main.........................................................
   Mother Occupation : Main..........................................................
17. Number of family members ...........................................................
18. Family Structure : Joint [ ] Nuclear [ ]
19. Monthly income of the family ..........................................................
20. Length of residence in Silchar {Assam} : Since birth [ ] For last 1-5 years [ ] For last 6-10 years [ ] For last 11 – 15 years [ ] More than 20 years [ ]
21. Number of generation in Assam state ..................................................
22. Ownership of the house : Own house [ ] Rented house [ ] Official house [ ]
23. How many living rooms are there in your house? One room [ ] Two rooms [ ] Three rooms [ ] Four rooms [ ] Five rooms [ ] More Than Six rooms [ ]
24. Number of domestic animals you have :
Name of domestic animals | Numbers
--- | ---
Cow | 
Buffalo | 
Bull | 
Dog | 
Goat | 
Hen | 
Duck | 
Pigeon | 
Others | 

25. What is the source of drinking water?
- Pond [ ] Wells [ ] Tube Well [ ] Supply Water [ ] Other (Specify) [ ]

26. How do you cook food?
- LPG [ ] Kerosene Stove [ ] Chulha [ ] Other, Please Specify [ ]

27. Do you have bank account?  Yes [ ] No [ ]

28. If yes, which bank [ ]

29. Do you have post office saving account?  Yes [ ] No [ ]

30. If yes, which post office [ ]

31. Have you taken loan from any bank or financial institution?  Yes [ ] No [ ]

32. If yes, please provide further information:

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<th>Amount</th>
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<th>Security</th>
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</table>

33. Household consumption pattern: which of the following items do you have?
- DTH [ ] Car [ ] Computer / Laptop [ ] Washing Machine [ ] Mobile Phone [ ] DVD / VCD Player [ ] Water Purifier { Kent, Pureit, etc. } [ ] Inverter [ ] Color TV [ ] Refrigerator [ ] Camera [ ] Telephone [ ] Scooter / Motorcycle [ ] Sofa Set [ ] Cooking Gas [ ] Dining Table [ ] Dinner Set [ ] Tea Set [ ] Wash Basin [ ] Mixture / Juicer / Grinder [ ] Immersion Rod [ ] Room Cleaner Cum Moped [ ] Dressing Table [ ] Black @ White TV [ ] Tape Recorder [ ] Steel Almirah [ ] Showcase [ ] Emergency Light [ ] Water Filter { Ordinary } [ ] Shower [ ] Sewing Machine [ ] Bicycle [ ] Wall Clock [ ] Iron [ ] Holdall [ ] Torch [ ] Tabla / Harmonium [ ] Calculator [ ] Electric Fan [ ] Kerosine Stove [ ] Pressure Cooker [ ] Cable Connection [ ] Goodnight / All Out Liquidator [ ]

34. Where do you go for medical treatment?
- SMC [ ] Civil [ ] Pvt. Nursing Home [ ] Ghuwahati [ ] Outside Assam [ ]

35. Which treatment preferred by you?
- Homeopathy [ ] Allopathy [ ] Ayurvedic [ ] Biochemic [ ] Any Other Please Specify [ ]

**EXPOSURE TO MASS MEDIA:**

**NEWSPAPER:**

36. Do you subscribe any Newspaper?  Yes [ ] No [ ]

37. If yes, which newspaper do you subscribe and read?
38. Which part of the newspaper do you read mostly:
   - Editorial
   - Cinema
   - Matrimonial
   - Sports
   - Advertisement
   - Politics
   - Zodiac
   - Employment
   - Current Affairs
   - Reader's Column
   - Headlines
   - First Page News
   - Defence Related Matters
   - Business
   - Foreign News
   - Health Related Matters
   - International News
   - Entertainment
   - Other, please specify

39. How many days in a week do you read newspaper? Don't Read
   - 1 day
   - 2-3 days
   - 4-6 days
   - Daily

40. How many hours do you read newspaper?
   - Don't read
   - Half an hour
   - One hour
   - Two hours
   - More than Two hours

41. Do you read magazine/journals? Yes
   - No

42. If yes, which magazine do you read:
   - India Today
   - Outlook (English/Hindi)
   - Manorama (Bengali)
   - Business World
   - Frontline
   - Sports World
   - Women's Era
   - Competition Success Review
   - Competition Refresher
   - Femina
   - North East Sun
   - Eastern Panorama
   - Yojana
   - Health
   - Digit
   - Inside
   - Film Fare
   - Star Dust
   - Cine Blitz
   - Chronicle
   - Cosmopolitan
   - Desh
   - Sananda
   - Anandlok
   - Nabakollal
   - Bartaman
   - Reader's Digest
   - Other's, please specify

43. How often do you read magazine?
   - Daily
   - Weekly
   - Monthly
   - Yearly
   - Other, please specify

44. How much time do you spend on reading magazine?
   - Less than one hour
   - 1 hour
   - 2-3 hours
   - 3-4 hours
   - More than 4 hours

45. What type of article do you read in the magazine?
   - Stories
   - Features
   - News
   - Business
   - Others, please specify

46. Do you have a radio set? Yes
   - No

47. Do you listen to radio regularly? Yes
   - No

48. What type of radio set do you have?
   - Simple
   - Two-In-One
   - Three-In-One
   - Multi-type

49. Which type of radio brand do you have?

<table>
<thead>
<tr>
<th>Name of the brand</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philips</td>
<td>Only Radio, Radio with Cassette player, Radio with Cassette and CD Player</td>
</tr>
<tr>
<td>Murphy</td>
<td></td>
</tr>
<tr>
<td>Weston</td>
<td></td>
</tr>
<tr>
<td>BPL</td>
<td></td>
</tr>
<tr>
<td>Chinese</td>
<td></td>
</tr>
<tr>
<td>Any other (please specify)</td>
<td></td>
</tr>
</tbody>
</table>

50. How frequently do you listen radio in a week?
   - Daily
   - 5-6 days
   - 3-4 days
   - 1-2 days
   - Occasionally or Rarely
51. At what time do you listen radio? In Morning Hours { 6-10 A.M.} [ ] Forenoon { 10-12 A.M.} [ ] Afternoon {12-4 P.M.} [ ] Evening { 4-6 P.M.} [ ] Night { After 6 P.M.} [ ] No Fixed Schedule [ ]

52. Which of the following stations of the radio do you listen?

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Name Of The Radio Stations {MW &amp; SW}</th>
<th>Please mention the programmes listen most by the respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Akashbani Silchar {MW}</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Akashbani Guwahati {MW}</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Akashbani Shillong {MW}</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Akashbani Dibrugarh {MW/SW}</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Akashbani Delhi {SW}</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Vividha Bharti {SW}</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Radio Bangladesh {MW/SW}</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Other, please specify</td>
<td></td>
</tr>
</tbody>
</table>

53. How much time do you spend daily on radio listening? Less than one hour [ ] 1-2 Hours [ ] 3-4 hours [ ] 5-7 hours [ ] More Than 7 Hours [ ]

TELEVISION:

54. Do you have television set? Yes [ ] No [ ]

55. What type of connection do you have to watch TV? Ordinary Antenna [ ] Cable Connection [ ] DTH { Dish/ Tata Sky Etc. } [ ]

56. How many days do you watch television in a week? Don't Watch [ ] Daily / Regularly [ ] 5-6 Days [ ] 3-4 Days [ ] 1-2 Days [ ] Rarely / Occasionally [ ]

57. How many hours do you spend daily on watching TV? Less than one hour [ ] 1-2 Hours [ ] 3-4 Hours [ ] More Than 4 Hours [ ]

58. When do you watch television? Morning [ ] Noon [ ] Afternoon [ ] Evening [ ] All [ ] Uncertain [ ]

59. Where do you watch television? At home [ ] At neighbour's / relatives / friend's House [ ] At shop [ ]


61. Do you have cable connection? Yes [ ] No [ ]

62. If yes, which channels are being shown by your cable operator? Zee Cinema [ ] Zee TV [ ] Sony [ ] Cartoon Network [ ] Discovery [ ] Music Asia [ ] UTV Movies [ ] Star Plus [ ] ESPN [ ] Star Movies [ ] Atn Bengali [ ] Akash Bangla [ ] Zee Bangla [ ] Filmy [ ] Sony Max [ ] HBO [ ] Mahua [ ] DD National [ ] Ten Sports [ ] Aaj Tak [ ] Zee News [ ] National Geography [ ] Animal Planet [ ] History Channel [ ]

63. Do you have DTH services? Yes [ ] No [ ]

64. If yes, which channels are being subscribed by you? Zee Cinema [ ] Zee TV [ ] Sony [ ] Cartoon Network [ ] Discovery [ ] Music Asia [ ] UTV Movies [ ] Star Plus [ ] ESPN [ ] Star Movies [ ] Atn Bengali [ ] Akash Bangla [ ] Zee Bangla [ ] Filmy [ ] Sony Max [ ] HBO [ ] Mahua [ ] DD National [ ] Ten Sports [ ] Aaj Tak [ ] Zee
65. How many movies do you watch daily on TV? Don’t Watch [ ] One movie [ ] Two movies [ ] Three movies [ ] More Than Three movies [ ]
66. Which is your favourite movie channel {Please specify the name} … … … … … … … … … … … … … 
67. Do you have DVD/VCD/VCR player? Yes [ ] No [ ]
68. If yes, how many movies do you watch weekly? Don’t Watch [ ] One movie [ ] Two movies [ ] Three movies [ ] Four movies [ ] Five movies [ ] Six movies [ ] Seven movies [ ] More Than Seven movies [ ]

NEW MEDIA:

69. Do you have access to computer/internet? Yes [ ] No [ ]
70. If yes, where do you use computer? Home [ ] Cyber Café [ ] School/College/University [ ] Other Place, Please Specify … … … … … … … … … … … … … 
72. How many movies do you watch daily on computer/laptop? Don’t Watch [ ] One movie [ ] 2-3 movies [ ]
73. How long do you use internet per day? Half hour [ ] Two hours [ ] Three hours [ ] More than three hours [ ] Other, please specify … … … … … … … … … … … … … 
74. Approximately how many e-mail do you receive in a month? … … … … … … … … … … … … … 
75. Level of digital literacy of the respondent: Diploma [ ] Degree [ ] Learned By Experienced [ ]

CINEMA/FILM:

76. Do you watch films? Yes [ ] No [ ]
77. How do you watch film? On TV [ ] On DVD/CD Player [ ] Laptop/Computer [ ] On Mobile Handset [ ]
78. Where do you watch films? At home [ ] At neighbours/relatives/friends house [ ] At shop [ ]
79. How many films have you seen during last one week? Nil [ ] One film [ ] Two films [ ] Three films [ ] Four films [ ] Five films [ ] Six films [ ] Seven films [ ] More than seven films [ ]
80. Kinds of films you prefer: Romantic Film [ ] Adult Film [ ] Commercial Film [ ] Art Film [ ] Action [ ] Comedy Film [ ] Mythological [ ] Animated [ ] Any Other, Please Specify … … … … … … … … … … … … … 
81. The language of the film you prefer: Hindi [ ] English [ ] Bengali [ ] Assamese [ ] Any other, please specify … … … … … … … … … … … … … 
82. Which type of films do you watch mostly? Black & White [ ] Colour [ ]
83. Which time period of movies do you watch mostly? 1970-80 Decades [ ] 1990-2010 [ ]
84. Do you watch English movies dubbed in Hindi? Yes [ ] No [ ]
85. If yes, how many films do you watch during last one week? Don’t Watch [ ] One [ ] Two [ ] Three [ ] More Than Three [ ]
86. At what time do you prefer to watch films? Morning [ ]  Afternoon [ ]  Evening [ ]  Night [ ]
87. Frequency of watching films. High [ ] Medium [ ] Low [ ]
88. How many DVD/CD’S you brought or hired during last one week? Nil [ ] One [ ] Two [ ] Three [ ] Four [ ] Five [ ] Six [ ] More Than Six [ ]
89. Do you watch movies on your mobile handset? Yes [ ] No [ ]
90. How many movies you have watch during last one week? Nil [ ] One [ ] Two [ ] Three [ ] Four [ ] More Than Four [ ]
91. Who is your accompanying person(s) during watching movies? Alone [ ] Family Members [ ]  Friends [ ]  Any Other Specify …………………………………………..
92. Do you visit to cinema theatre? Yes [ ] No [ ]
93. If yes, who is your accompanying person(s)? Alone [ ] Family member [ ]  Friends [ ]  Any other specify………………………………………………..
94. Where do you go to watch films? Silchar [ ]  Any other place , please specify ……………………………………………………..
95. How frequently do you go to cinema theatre? Weekly [ ] Fortnightly [ ] Once In A Month [ ]  Once In A Three Months [ ] Occasionally / Rarely [ ]
96. Which pattern (media) do you mostly prefer for watching films? TV [ ]  DVD / VCD Player [ ]  Laptop / Computer [ ]  Cinema Theatre [ ]  Mobile Handset [ ]
97. What reason boost up you to watch films? To Pass Time [ ], To receive some knowleidge / message [ ], For entertainment [ ]
98. Do you agreed that today's films use modern technology, actor, actress wear westernized costumes and the budget of film is high? Great extent [ ], Some extent [ ], Less extent [ ].
99. Do you agreed that films perform the functions of entertainment? Great extent [ ], Some extent [ ], Less extent [ ].
100. Do you think that corruption, underworld elements and black-marketing issues are projected most of the items in films? Great extent [ ], Some extent [ ], Less extent [ ].
101. Do you think that films has impact on youth? High impact [ ],  Moderate impact [ ],  Low impact [ ]
102. Do you think that films has the impact on different strata of society (Upper middle class, Middle class and Lower class) in terms of:
(A) Popularizing music among the people, (B) Creating awareness of fashion trends, (C) Popularizing various places, Culture and religion among the people? Yes [ ], No [ ]. If Yes, then specify in terms of: High impact [ ], Moderate impact [ ], Low impact [ ].
103. Do you think that films has the impact on different strata of youth in terms of: Motivating them to plan for various jobs, encouraging them to oppose and disobey their parents, encouraging them to take adverse steps if their wish is not fulfilled? Yes [ ], No [ ]. If Yes, then please specify in terms of; High impact [ ], Moderate impact [ ], Low impact [ ].
104. According to you which is your favourite Director?
V. Shantaram [ ], Yash Chopra / Aditya Chopra [ ], Ramanand Sagar [ ], Karan Johar [ ], Kalpana Lazmi [ ], J.P. Dutta [ ], Sooraj Barjatya [ ], Phani Sharma [ ], Rohini Kumar Barua [ ], Ritwik Ghatak [ ], Abdul Mazid [ ], Jahanu Barua [ ], Arundhuti Roy [ ], Rituparna Gosh [ ], Nagesh Kukunoor [ ], Sekhar Kapoor [ ], Kamal Hassan [ ], Budhadeb Dasgupta [ ], Sanjay Leela Bhansali [ ], Mrinal Sen
105. Who is your favourite Script writer?
Javed Akhtar [ ], Rahi Masoom Raja [ ], Mahesh Bhatt [ ], Wajahat Mirza [ ], Salim Khan [ ], Salim Javed [ ], Gulshan Nanda [ ], Gulzar [ ], Kamna Chandra [ ], Neutral [ ] , If Any Other Specify ………………………………………………………

106. Who is your favourite Choreographer?
Farah Khan [ ], Saroj Khan [ ], Remo D' Souja [ ], Terance Lewis [ ], Geeta Kapoor [ ], Vaibhavi Merchant [ ], Ganesh Hedge [ ], Remo Fernandez [ ], Ranijita Vaidya [ ], Neutral [ ] , If any other specify ………………………………………………………

107. Whose Dialogue mostly liked by you?
Amit Aryan [ ], Kader Khan [ ], Salim Javed [ ], O.P. Dutta [ ], Javed Akhtar [ ], Farhad Sajid [ ], Aditya Chopra [ ], Bunty Rathore [ ], Neutral [ ] , If Any Other Specify ………………………………………………………

108. Who is your favourite Male playback singer?
Manna De [ ], Mukesh [ ], Kishore Kumar [ ], Mohammad Rafi [ ], Sachin Dev Burman [ ], Hemanta Mukherjee [ ], Shyamal Mitra [ ], Amit Kumar [ ], Abhijeet [ ], Himesh Reshammiya [ ], Jagjit Singh [ ], Kaishesh Kher [ ], Kunal Ganjawala [ ], Kumar Sanu [ ], Zubeen Garg [ ], Mohit Chauhan [ ], Rahat Fateh Ali Khan [ ], Shaan [ ], Sunidhi Chauhan [ ], Neutral [ ] , If Any Other Specify ………………………………………………………

109. Who is your favourite Female playback singer?
Suraiya [ ], Geeta Bali [ ], Lata Mangeshkar [ ], Asha Bhonsle [ ], Salma Aaga [ ], Antara Mitra [ ], Nilanjana Sarkar [ ], Tarali Sharma [ ], Jayshri Dasgupta [ ], Alisha Chinai [ ], Alka Yagnik [ ], Shreya Ghosal [ ], Ilia Arun [ ], Jaspreet Narula [ ], Sunidhi Chauhan [ ], Neutral [ ] , If Any Other Please Specify ………………………………………………………

110. Name your favorite Lyrics writer:
Sudhir Ludhianvi [ ], Gulzar [ ], Mazrooh Sultanpuri [ ], Anand Bakshi [ ], Kavi Pradeep [ ], Gulam Ali [ ], Sakil Vaghani [ ], Javed Akhtar [ ], A.R. Rehman [ ], Neutral [ ] , If Any Other Please Specify ………………………………………………………

111. Name your favorite Music director:
S.D Burman [ ], Kishore Kumar [ ], Bhupen Hazarika [ ], A.R. Rehman [ ], Zubeen Garg [ ], Pankaj Mallick [ ], Rai Chand Boral [ ], R.D Burman [ ], Nachiketa Ghosh [ ], Bappi Lahiri [ ], Hemanta Kumar [ ], Laxmikant – Pyarelal [ ], O.P.Naiyer [ ], Anand – Milind [ ], Anu Malik [ ], Neutral [ ] , If Any Other Please Specify ………………………………………………………

112. Name your favorite Actor:
Prithvi Raj Kapoor [ ], Raj Kapoor [ ], Guru Dutt [ ], Balmraj Sahni [ ], Bharat Bhusan [ ], Ashok Kumar [ ], Rajendra Kumar [ ], Sanjeev Kumar [ ], Nasiruddin Shah [ ], Amitabh Bachchan [ ], Sunil Dutt [ ], Nepon Goswami [ ], Biju Phukan [ ], Aideu Handique [ ], Broken Borua [ ], Prabin Bora [ ], Jatin Bora [ ], Moloya Goswami [ ], Kamal Hassan [ ], Aamir Khan [ ], Sarukh Khan [ ], Manoj Bajpayee [ ], Sabyasachi Chakraborty [ ], Uttam Kumar [ ], Utppal Dutt [ ], Soumitra Chatterjee [ ], Nana Patekar [ ], Neutral [ ] , If Any Other Please Specify ………………………………………………………

113. Name your favorite Actress: Suraiya [ ], Devika Rani [ ], Geeta Bali [ ], Nutan [ ], Suchitra Sen [ ], Nargees [ ], Mina Kumari [ ], Madhu Bala [ ], Baijantimala [ ],
Supriya Devi [ ], Kanan Devi [ ], Sabana Azmi [ ], Nadia [ ], Smita Patil [ ], Sri Devi [ ], Mridula Barua [ ], Purabi Saikia [ ], Kamala Kanti Saikia [ ], Rimjhim Barua [ ], Debosree Roy [ ], Sharmila Mukherjee [ ], Indrani Mukherjee [ ], Biju Bharali [ ], Vidya [ ], Aparna Sen [ ], Madhuri Dixit [ ], Aswariya Roy Bacchan [ ], Neutral [ ], If Any Other Please Specify ........................................................................................................

Date: .......................................................... Name of the investigator