

Questions marked with an \* are required

The InsideIIM Opinion Poll for Lok Sabha Elections 2014 in India

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Your participation in this study is completely voluntary. There are no foreseeable risks associated with this project. However, if you feel uncomfortable answering any questions, you can withdraw from the survey at any point. It is very important for us to learn your opinions.

WE WILL ONLY ACCEPT RESPONSES THAT ARE THROUGH FACEBOOK CONNECT. Responses of users who take survey by skipping that step will not be added in the aggregate.

Your survey responses will be strictly confidential and data from this research will be reported only in the aggregate. Your information will be coded and will remain confidential.

PLEASE NOTE THAT IF YOU ABANDON THE SURVEY MID-WAY YOU MAY NOT GET TO TAKE IT AGAIN AS WE HAVE ANTI-BALLOT STUFFING CONTROLS IN PLACE.

Thank you very much for your time and support.

Who are you? \*

- Current MBA Student
- MBA Aspirant
- Post Grad Industry Professional (includes Post MBA)
- Entrepreneur
- Professor
- Other

Gender \*

- Male
- Female

Which City/Town/Village in India can you legally vote in? \*

Age \*

- Below 18
- 18 – 20
- 21 – 23
- 24 – 26
- 27 – 29
- 30 – 32
- 33 and above

Have you voted in a Lok Sabha election before? \* \*

- Yes, in 2004 and 2009
- Yes, in 2009 only
- No

Are you a registered voter? \* \*

- Yes
- No

Will you vote in 2014 Lok Sabha elections? \*

- Yes
- No – because I'm not registered as a voter yet
- No – because I will be travelling
- No – because I do not live and work in my home constituency
- No – because I don't like any party/ Not interested in Politics

How important are the following issues to you when you vote in the Lok Sabha Elections in April–May on a scale of 1 to 5. (1 – Non – Issue, 2 – Not Important , 3 – Somewhat Important, 4 – Important , 5 – Very Important)

	Absolute non– Issue	Not Important	Somewhat Important	Important	Very Important
The Likely Prime Minister Candidate *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reputation of candidates fighting contesting in your constituency *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The History and Ideology of each Political Party in fray *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How important are the following issues to you when you vote in the Lok Sabha Elections in April–May on a scale of 1 to 5. (1 – Non – Issue, 2 – Not Important , 3 – Somewhat Important, 4 – Important , 5 – Very Important)

	Absolute non– Issue	Not Important	Somewhat Important	Important	Very Important
Lack of Jobs *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Secularism *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good Governance *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Corruption *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economy *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Foreign Policy *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety of Women *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rate the overall performance of UPA over the last 5 years

- Very Poor
- Unsatisfactory
- Somewhat Satisfactory
- Good
- Very Good

Which coalition do you back at the centre for the 2014 Lok Sabha elections? \*

- UPA led by the Congress
- NDA led by the BJP
- Current 3rd Front led by CPI,SP etc
- An AAP led coalition of various parties
- A TMC led coalition
- Other

Who is best positioned to lead the country as Prime Minister in your opinion? \*

- Rahul Gandhi  
 Arvind Kejriwal  
 Narendra Modi  
 Jayalalitha  
 Mamta Banerjee  
 Nitish Kumar  
 Navin Patnaik  
 Mulayam Singh Yadav  
 Mayawati  
 Other

Which party will you vote for in 2014? \*

- BJP  
 Congress  
 AAP  
 SP  
 BSP  
 TMC  
 JD (U)  
 BJD  
 CPI  
 CPM  
 NCP  
 I don't wish to reveal  
 Other

Where are you studying/ Where did you graduate from? \*

- |                                     |                                       |                                     |
|-------------------------------------|---------------------------------------|-------------------------------------|
| <input type="radio"/> Not a MBA     | <input type="radio"/> IIM Kozhikode   | <input type="radio"/> NITIE Mumbai  |
| <input type="radio"/> IIM Ahmedabad | <input type="radio"/> XLRI Jamshedpur | <input type="radio"/> IIFT Delhi    |
| <input type="radio"/> IIM Bangalore | <input type="radio"/> SPJIMR Mumbai   | <input type="radio"/> IIFT Kolkata  |
| <input type="radio"/> IIM Calcutta  | <input type="radio"/> FMS Delhi       | <input type="radio"/> NMIMS Mumbai  |
| <input type="radio"/> IIM Lucknow   | <input type="radio"/> JBIMS Mumbai    | <input type="radio"/> SIBM Pune     |
| <input type="radio"/> ISB Hyderabad | <input type="radio"/> MDI Gurgaon     | <input type="radio"/> IMT Ghaziabad |
| <input type="radio"/> IIM Indore    | <input type="radio"/> IIM Shillong    |                                     |
| <input type="radio"/> Other         |                                       |                                     |