

READERSHIP SURVEY REPORT

BIHAR

2018





BIHAR



Population : **10.41 Crs***

Area: **94,163 km²***

** Source : Census 2011*



RESEARCH OBJECTIVES

- *To estimate readership of Hindi dailies in Bihar 1L+ towns*
- *Profiling readers on demographic and key product consumption / ownership variables*
- *The secondary objective is to understand*
 - ❖ *Importance of key newspaper sections along with reader satisfaction*



RESEARCH DESIGN

- ❏ The study was conducted across 13 towns : Urban 1Lac+ towns
 - Patna/Arrah/Chapra/Biharsharif/Bhagalpur/Purnia/Katihar/Gaya/Nawada/Sasaram/Muzaffarpur/Darbhanga/Bettiah
- ❏ The demographic coverage for the study was
 - Age: 12+Years | Gender: Male & Female | All NCCS
- ❏ Selection of Household and Individual:
 - Cluster head households were selected as per Electoral sampling.
 - The subsequent households in a cluster were selected following the 'Right Hand Rule' – a pre-determined walk path, that leaves no discretion to the interviewer in household selection
 - If more than one candidate were eligible, one individual was selected randomly by using Kish Grid



- Feedback was captured through face to face interviews, with the help of structured questionnaire using Computer Aided Personal Interviews (CAPI)
 - The questionnaire was primarily close ended with few open ended questions
 - Permissible Interview length: within 30 minutes

Sample Size: 2085

↻ READERSHIP BEHAVIOR

- *Readership*
- *Profiling*
- *Time Spent*
- *Issue pick-up*
- *Preference*





AVERAGE ISSUE READERSHIP

	Figures in '000s	
	Bihar	Patna
	AIR	AIR
Unwtd base	2085	953
Wtd base (000's) n	6625	3301
Hindustan	998	504
Dainik Bhaskar	911	507
Dainik Jagran	909	472
Prabhat Khabar	453	177

Total Readership(TR) Newspaper he/she read in the last one month.
Average Issue Readership(AIR) Newspaper he/she read the previous day(yesterday)

Base : All 12+ individuals



READER'S PROFILE (Age / Gender)

	AIR %			In '000s		
	Hindustan	Dainik Bhaskar	Dainik Jagran	Hindustan	Dainik Bhaskar	Dainik Jagran
Unwtd base	328	284	275	328	284	275
Wtd base (000's) n	998	911	909	998	911	909
Age (average age)	34.5	35.2	34.4	34.5	35.2	34.4
12-15 YRS	9	8	8	89	73	73
16-19 YRS	8	13	10	80	118	91
20-29 YRS	28	23	23	279	210	209
30-39 YRS	19	19	24	190	173	218
40-49 YRS	16	16	14	160	146	127
50+ YRS	21	22	21	210	200	191
Gender						
Male	56	53	58	559	483	527
Female	44	47	42	439	428	382

Base : All 12+ individuals



READER'S PROFILE (NCCS)

	AIR %				In '000s		
	Hindustan	Dainik Bhaskar	Dainik Jagran		Hindustan	Dainik Bhaskar	Dainik Jagran
NCCS							
NCCS A	40	37	33		399	337	300
NCCS B	28	35	35		279	319	318
NCCS C	15	18	20		150	164	182
NCCS D	14	10	11		140	91	100
NCCS E	3	1	1		30	9	9



READER'S PROFILE – Durables Ownership

	Hindustan (n=328) (n=998)		Dainik Bhaskar (n=284) (n=911)		Dainik Jagran (n=275) (n=909)	
	Owned	Intention to Buy	Owned	Intention to Buy	Owned	Intention to Buy
Mobile phone - Smart Phone	58	10	61	11	53	11
Refrigerator	46	12	50	12	47	11
Washing Machine	30	10	25	10	29	8
TV (Equal to or More than 32 Inches)	18	5	17	3	20	4
Air Cooler	15	3	12	6	9	4
Desktop Computer	9	1	11	0	15	2
Internet access at home - Through PC / TV	8	0	11	0	7	0
Laptop	15	6	9	7	12	7
Air Conditioner	8	3	6	1	12	2
Digital Camera	4	0	4	0	4	1

Figures except bases in %



READER'S PROFILE – Auto Ownership

	Hindustan (n=998)		Dainik Bhaskar (n=911)		Dainik Jagran (n=909)	
	Owned	Intention to Buy	Owned	Intention to Buy	Owned	Intention to Buy
Moped / Bikes / Scooter	50	3	58	4	46	5
Car / Van / Jeep or SUV	11	2	7	3	9	2

Figures except bases in %



READER'S PROFILE – FMCG Usage

	Hindustan (n=328) (n=998)	Dainik Bhaskar (n=284) (n=911)	Dainik Jagran (n=275) (n=909)
Toilet Soap / Bathing Soap	96	93	94
Shampoos	89	91	91
Hair Oil	63	62	62
Face Wash	50	55	43
Talcum Powder	31	35	39
Skin Creams	34	34	27
Shaving Cream	26	31	26
Mouth Wash	30	29	22
Hair Colour	23	23	27
Body wash	19	21	25
Lotions	20	17	18
Liquid Soap	21	16	18
Deodorants	12	10	10
Hair Dyes	7	6	13

Figures except bases in %



SOURCE OF COPY

Unwtd Base n Wtd Base (In 000's) n	Hindustan (n=328) (n=998)	Dainik Bhaskar (n=284) (n=911)	Dainik Jagran (n=275) (n=909)
Subscription-at home / at school / at office	80	81	76
Neighbour / Friend	11	10	10
Read at public places/office/News Stand	5	5	7
News Stand	4	2	4

Figures except bases in %



TIME SPENT

Unwtd Base n Wtd Base (In 000's) n	Hindustan (n=328) (n=998)	Dainik Bhaskar (n=284) (n=911)	Dainik Jagran (n=275) (n=909)
Less than 10 min	7	6	10
10-20 min	45	42	48
21-30 min	29	37	30
31-45 min	3	3	3
46 min +	17	13	9
Avg	28.8	28.4	24.2

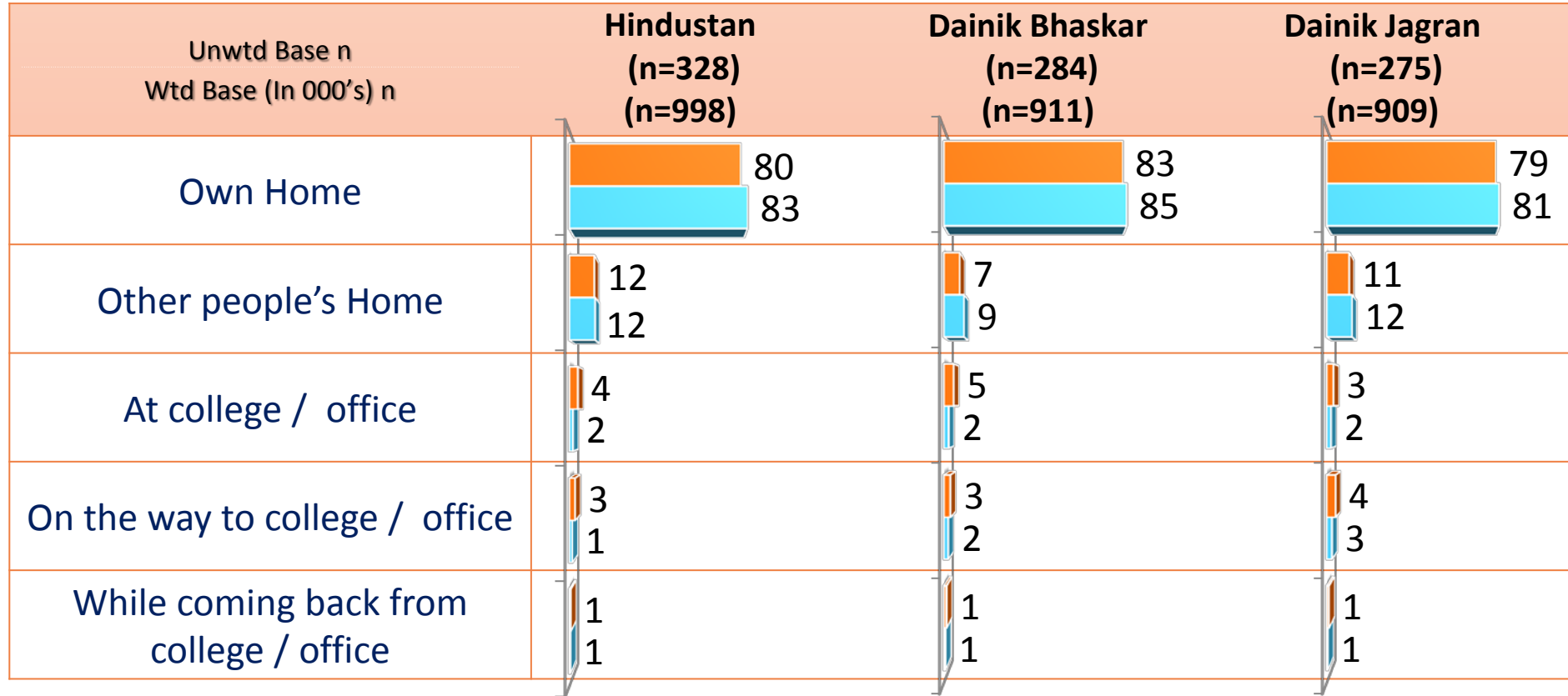
A5. Can you please tell me how much time did you spend on reading last issue of _____
 (READ OUT NAME OF PUBLICATION CODED 0-7 IN A1 OR 1/2/3/4/5 IN QA2)?

Figures except bases in %

Base : AIR



PLACE OF READING



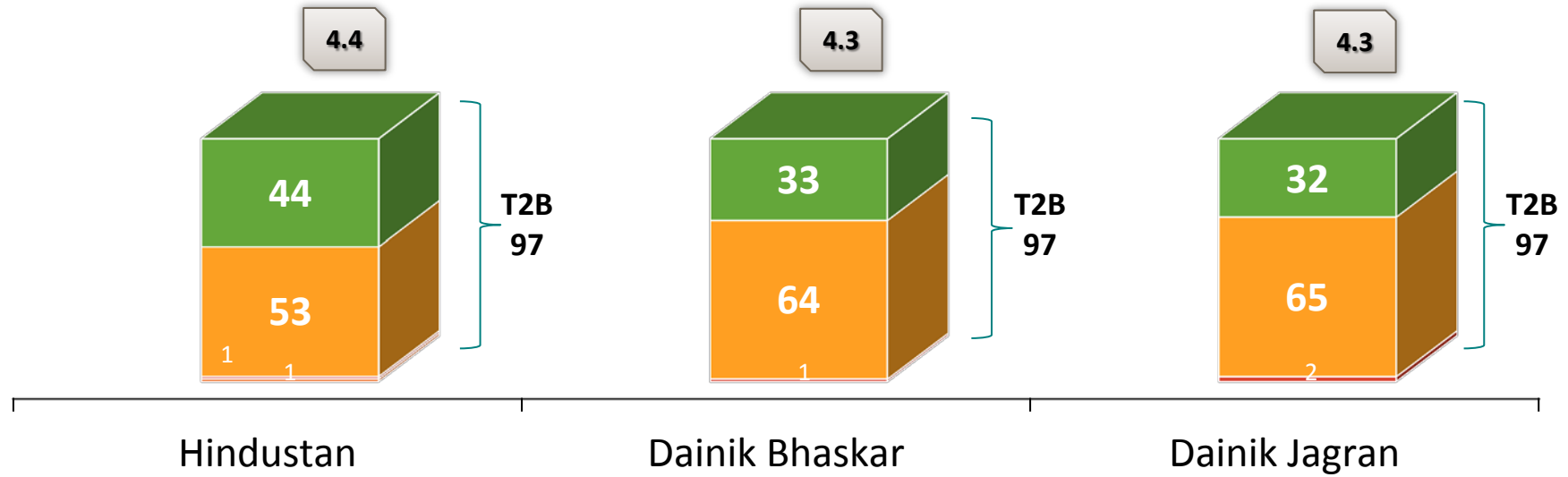
Figures except bases in %

Weekday Weekend

C4. Please look at this card and tell me Where do you read _____
(READ OUT NEWSPAPERS CODED 0-7 IN A1OR 1/2/3/4/5 IN QA2) on Weekday? And, on weekend/holiday?



BRAND SATISFACTION



■ Extremely Satisfied ■ Satisfied ■ Neutral ■ Dissatisfied

B1. You said that you have read ----- (READ OUT NEWSPAPERS CODED 0-7 IN A10R 1/2/3/4/5 IN QA2 OR CODED IN A9 / A10) in the past 1 month. Can you please tell me, to what extent are you satisfied with the newspaper?

Base : AIR



Thank You