USE OF NRS DATA TO HELP COMBAT COMPETITIVE MEDIA

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THE ISSUE

All readership studies assess the relative worth of one vehicle vs. another and the publishers use the data in many creative ways to market their publication in relation to another. However, all readership studies also collect a fair amount of data to facilitate inter-media comparisons. Hence, theoretically this data can also be used to promote press as a whole, in relation to other media. This is often the need as press as a whole needs to defend itself in the face of onslaughts from television and now the growing juggernaut of internet.

This paper demonstrates the use of data from the Indian National Readership Study (NRS) to serve precisely this purpose – i.e. to promote press in relation to competing media or to derive marketing implications to promote press as a whole. It illustrates the findings with an actual campaign run by a leading Indian language daily to establish its strong competitive edge against television and other media.

THE STUDY

The findings are based on the National Readership study conducted in India. This study covers all geographical regions of the country and is reported on a sample size of 212,000.

The data used for this analysis was:

- the reach of press in relation to reach of TV and other media
- the frequency of reading vs. frequency of watching TV, listening to radio and surfing the Net
- the differences in media consumption behaviour over week-ends and week-days
- the time spent by the consumer on press in relation to other media
- readership of individual dailies and magazines
- exposure to various TV channels

For the purpose of this paper, we have used the data pertaining to the top 5 metros (Delhi, Mumbai, Kolkata, Chennai and Bangalore), with a total sample size of 32,238 adults. Within this also the focus is on consumers belonging to SEC A and B – a sample size of 12877.

CURRENT STATUS OF PRESS

As in any marketing analysis, it makes sense to start by taking cognizance of the current status of the brand (in this case, press as a whole). There are two indicators we have taken to look at the status of the medium:

1. the reach of the medium
2. the share of the medium in total consumer media consumption

Both parameters are derived from a set of common questions for all the four important media. Each respondent is asked to indicate:

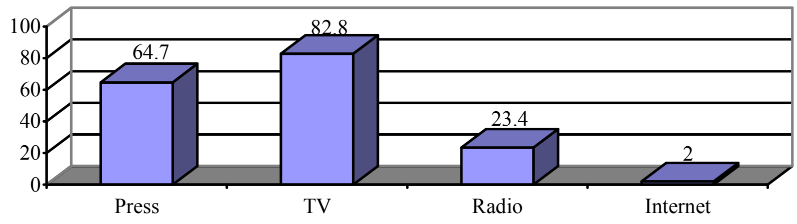
1. the frequency with which he/she is exposed to the medium in an average week
2. the amount of time he/she spends with that medium during a holiday and during a working day.

The reach of each medium was defined as the claimed 'non-zero' frequency of exposure in an average week. And the share of each medium was defined as the share of the total time spent by an individual in consuming all media – including television, radio and internet.

Reach of Press

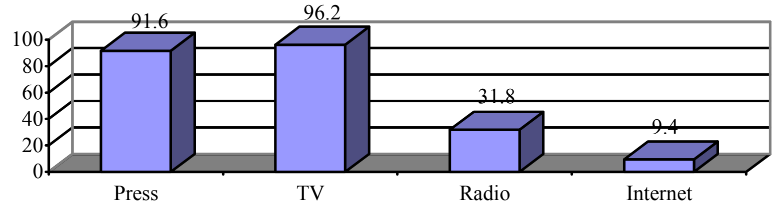
Looking at urban India as a whole, press has a current reach of 65%, which is not significantly lower that the reach of television at 83%. In fact, press is far ahead of Radio and the emerging medium of Internet.

Reach of various media- All India urban



In fact if we look at the specific metropolitan consumer living in the 5 metros and belonging to the socio-economic classes A and B, the reach of Press is near universal.

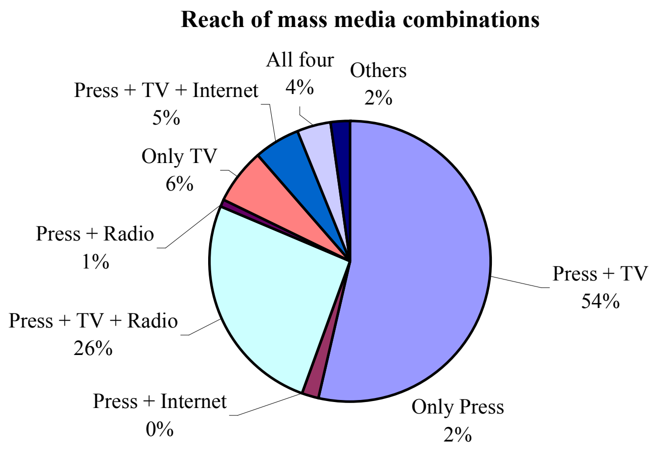
Reach of various media- Metros, SEC A/B



Hence in terms of reach alone, press has a fairly competitive position and does not compare very poorly with television and has a distinct advantage in relation to radio and Internet.

Duplication

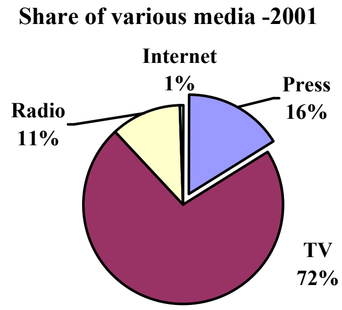
It is quite clear that the groups which are exclusively reached by press or television are practically non-existent. In metro, SEC A/B segment, the reach of “only press” (i.e. no other medium) is only 1.8 % and the reach of “only television” is 6.3 %. In fact nearly everyone is reached by Press and television. The battle of press with television, in this target group is, therefore, is <u>not a battle of reach</u>, but a <u>battle of share</u>.



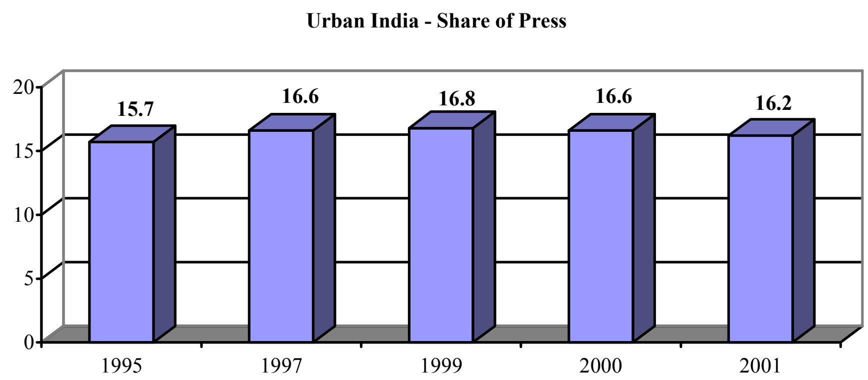
Share of Press

On this status measure i.e. the share of Press, the competitive position of Press does not look that rosy.

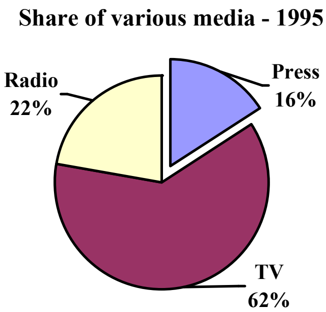
The common questions on frequency and time spent help us in calculating the total time spent by the consumer on each medium in an average week. For urban India as a whole, we see that an average adult spends 13.6 hours a week on consuming media, a little over 2 hours of which are spent on press. This gives press a 16% share of consumer media consumption. The lion's share is appropriated by TV (72%), radio's share is actually lower than that of press (11%) and internet so far has only cornered a less than 1% share.



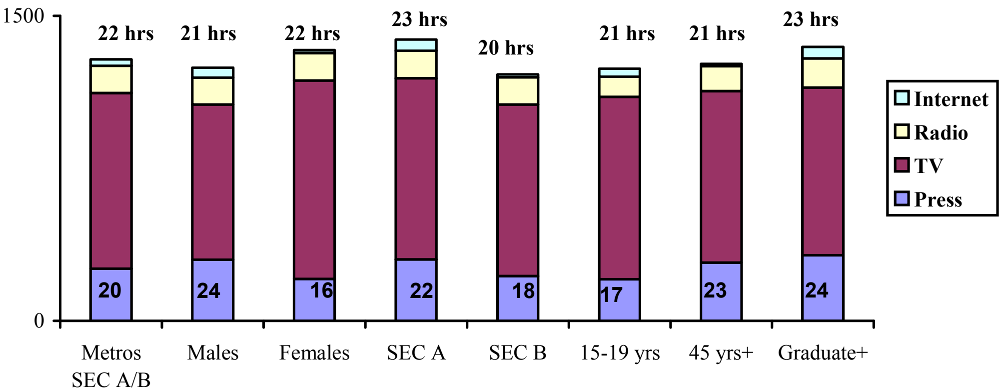
As the NRS has been conducted regularly since 1995, we can construct the same picture over time. As seen below, the share of press has not changed substantially since 1995.



This, as a matter of fact, is a little surprising, as the popular view is that the share of Press would be dwindling in line with the increasing penetration of television. Indeed it is quite true that the main gainer in this period (1995 to 2001) is television – but the increase in television is not at the expense of Press, but through inroads into the share of radio. (Internet, of course, was practically non-existent in 1995).



How does this picture differ in the segment that we are focusing on? The analysis suggests that an average consumer living in metros and belonging to socio-economic class A and B, spends 21.5 hours per week in consuming media, and out of this 20 % is devoted to press (as compared to 16% nationally). Hence the status of press is relatively better among the relatively more educated metropolitan consumers.



As seen above, within this group also, the share of press is better among men, relatively older consumers and the more educated.

So on the whole we see that :

1. The competitive position of Press in terms of reach is fairly good. In fact most of the target group is reached by both press and television.
2. However, press enjoys a relatively modest share of consumer media consumption (only 16% in Urban India as a whole, 20% among SEC A/B metro consumers). The main task for Press media owners is to attempt to increase this share.
3. Though on the positive side, it has been able to retain this share over the last 6 years, despite the major strides in television.

The question and the key issue that this paper addresses is what can Press owners do to increase the share of Press and how press can be promoted in the current context.

DIAGNOSIS OF SHARE

The share of each medium would be determined by a few factors:

1. Frequency with which a medium is 'consumed'
2. The number of "vehicles" or "channels" consumed in the medium
3. The amount of time spent on each medium

It is interesting to see which of these factors are contributing to the low share of Press.

Frequency

To start with let us look at the frequency of exposure

Frequency of Exposure %

Base: Exposed to the medium	Press	TV	Radio	Internet
7 days a week	87	93	62	29
4-6 times a week	5	3	16	25
1-3 times a week	7	3	20	37
< once a week	1	*	3	9

Clearly, frequency of exposure is not the problem - 87% of Press readers, read everyday - just as 93% of TV viewers watch TV everyday. The figures for radio and internet are significantly lower.

Number of publications read

However, the limited number of publications read seems to be a constraining factor. As seen from the table below, most daily readers only read one daily, and even for magazines, there is a significant proportion who are restricted to one or two magazines only.

Number of Dailies/Magazines Read %

	Dailies	Magazines
Base :	Daily readers	Magazines readers
One	56	31
Two	29	21
Three+	15	48

If we take a TV channel to be a comparable vehicle to a publication, we see that the repertoire of TV channels viewed is much wider with as high as 77% of viewers watching more than three channels

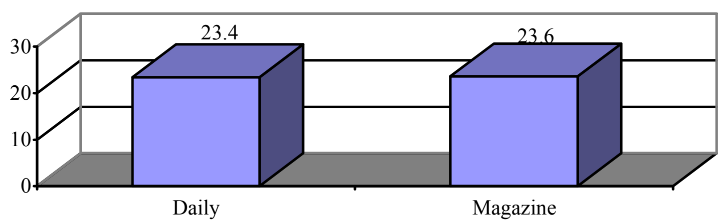
Number of TV channels watched %

Base:	TV viewers
One	4
Two	19
Three+	77

Time spent

We next looked at the time that a reader spends of reading a daily or a magazine.

Average Time Spent on a Publication (mins)



The figures here are not very encouraging. The average time spent by a consumer on a daily is 23 minutes. Surprisingly, it is not higher for a magazine, which traditionally is expected to hold the attention of a reader for a much longer period.

Clearly, this is a task for Press - editorial enhancements need to be explored to hold the reader for a longer duration - both to dailies and to the magazines.

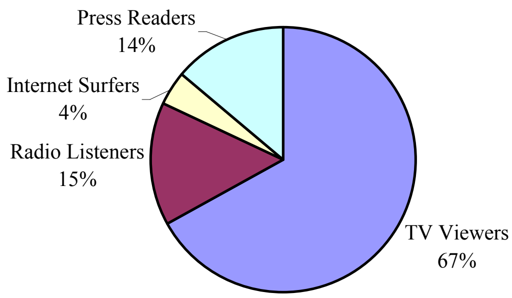
CONSUMER SEGMENTATION BASED ON SHARE OF PRESS

The next element of our analysis, attempted to discern different consumer segments, with varying shares of press and other media. Cluster analysis was done on the share of press, TV, radio and internet to see what natural combinations exist. Quite interestingly a four cluster solution indicated a segment with a dominant position of each of the 4 media.

	SEGMENTS			
Share of:	**TV Viewers**	**Radio Listeners**	**Internet Surfers**	**Press Readers**
TV	81.31%	39.88%	42.11%	34.89%
Press	16.01%	17.42%	20.41%	61.24%
Radio	2.3%	42.06%	4.99%	3.15%
Internet	0.37%	0.65%	32.5%	0.73%

Though each of the segments show a much higher consumption of one of the media, the presence of TV & press is significant across all the clusters. As expected TV viewers is the largest segment comprising nearly two thirds of the consumers. Press & Radio preferers are of near equal size, whereas Internet surfers are the smallest sized group.

Media Segments



There exists, therefore, a sizeable segment of 14% consumers where the dominant medium is press. As high as 61% of media consumption in this group is press. The consumers in this Press Readers segment are essentially older, educated, affluent & men dominant in profile. In comparison TV viewers segment consumers are less affluent, less educated, not working & women dominant in profile. Internet Surfers are quite similar in profile to Press Readers except that they are much younger & relatively more affluent & educated in profile. Radio Listeners are like TV Viewers – less educated, less affluent but are relatively more men dominant. *(refer to annexure 1 for detailed tables)*

Hence, this analysis clearly provides two useful pieces of information to a media owner:

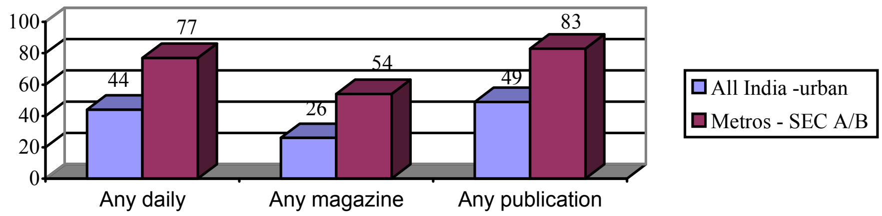
1. What is the target group that has a very high share press, and for which a media owner can promote press very aggressively. In fact, the target group for any brand to be advertised can be divided into these 4 segments and a sizeable presence of the Press reader segment acts as a strong case for significant use of Press.

2. Which is the target group that has a very low share of press, and hence which needs to be addressed and persuaded to spend more of their time on Press. These are the consumers belonging to the TV viewer segments and the radio listener segments. While their profile is a starting point of the process, specific studies may need to be done in these segments to see what would be the routes to enhance share of press among them.

DAILIES VS. MAGAZINES

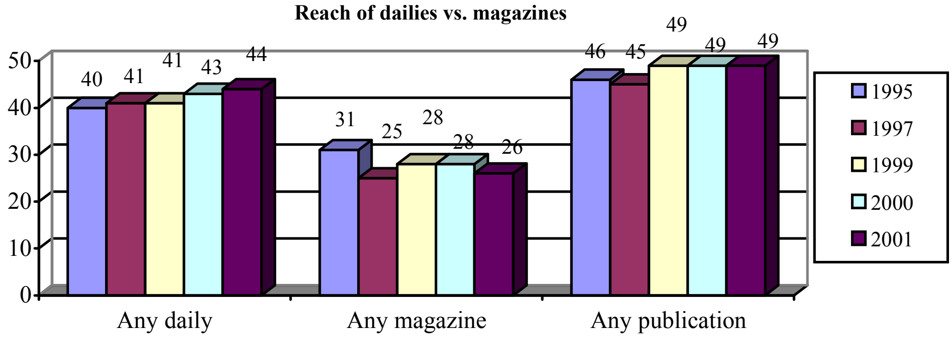
Press, of course, comprises two very different product categories – dailies and magazines. It is important to look separately at their status for any meaningful marketing action

Reach of dailies vs. magazines



In the metros, SEC A/B segment, the daily press reaches over 3/4th of the consumers, whereas magazines touch only about ½. In fact the trend data suggests that it is the magazine as a category, is facing a problem, while dailies are steadily expanding their reach, magazines as a category is floundering.

Reach of dailies vs. magazines



MAGAZINE READERS VS. NON READERS

Given the low penetration of the magazines, it is important to see what distinguishes a magazine reader from a non -reader.

	Non reader	Reader
AGE		
15-34yr	44.0%	53.2%
35yr+	56.0%	46.8%
EDUCATION		
Less than college	61.3%	33.8%
Some college/graduate+	38.7%	66.2%
WORKING STATUS		
Not working	49.5%	34.3%
Student	11.2%	18.6%
Retired/part time working	8.3%	6.7%
Working	31.1%	40.5%
SEX		
Male	48.5%	55.9%
Female	51.5%	44.1%
INCOME		
Upto Rs. 10000	78.5%	60.1%
RS 10001+	21.5%	39.9%
SOCIO ECONOMIC CLASS		
A	32.4%	52.7%
B	67.6%	47.3%

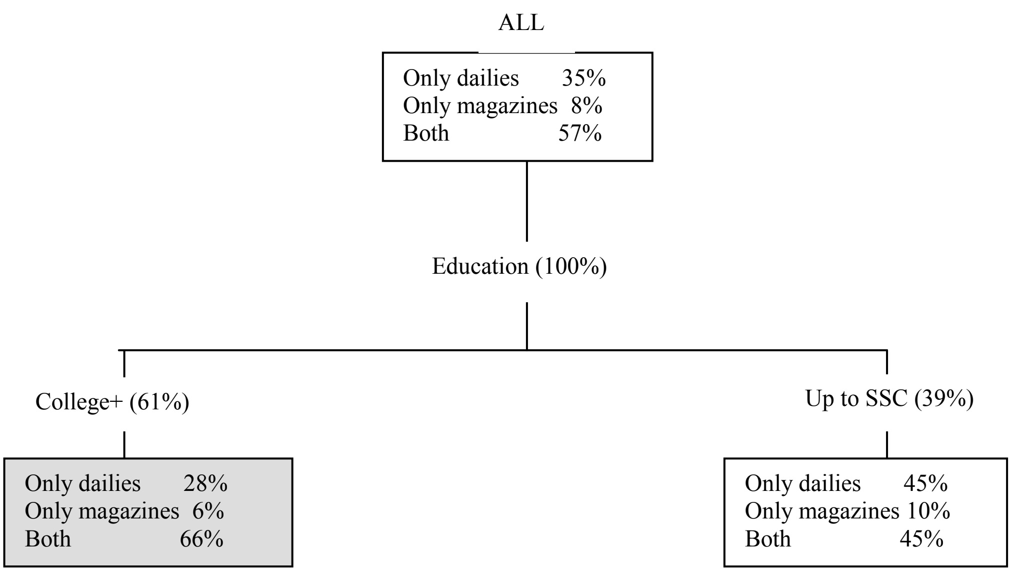
The profile of reader of a magazine versus that of a non-reader clearly suggests that the readers are younger, educated, working, men and affluent. Hence a strong case of use of magazines can be built for this target group. At the same time, the focus of magazine owners should be increasing the penetration among the non-readers – perhaps through a magazine specifically targeted at less educated, not so affluent & women

AID

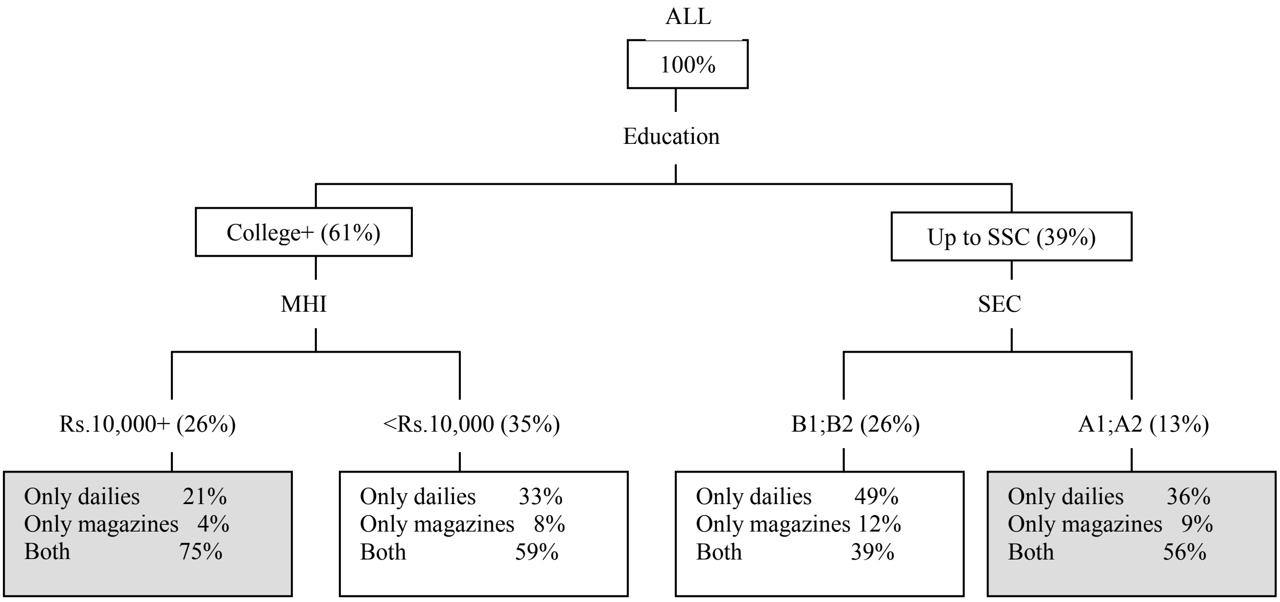
In order to more clearly distinguish a magazine reader from a non reader, AID (Automatic Interaction Detector) was performed with magazine/daily readership as the target variable. AID is a fairly old statistical tool , though not very widely used in market research. Of late, however, it has been gaining salience in the context of data mining applications. Essentially the tool creates classification systems based on certain selected variables. The algorithm uses the data to develop rules that we can use to classify consumers into e.g. different credit risk groups, users or non users of a particular product category, or in our case those who read a magazine vs. those whose reading is confined to dailies only.

We will look at "magazine readership" as the target variable. The algorithm searches the various variables we have used to define the consumers, to identify that one single variable, that splits our database into two or more distinctive groups based on the criteria of the significance of a statistical test. AID evaluates all the potentially predictive variables, and all possible values within each predictive variable, and selects that one, which results in the best discrimination or significance across groups.

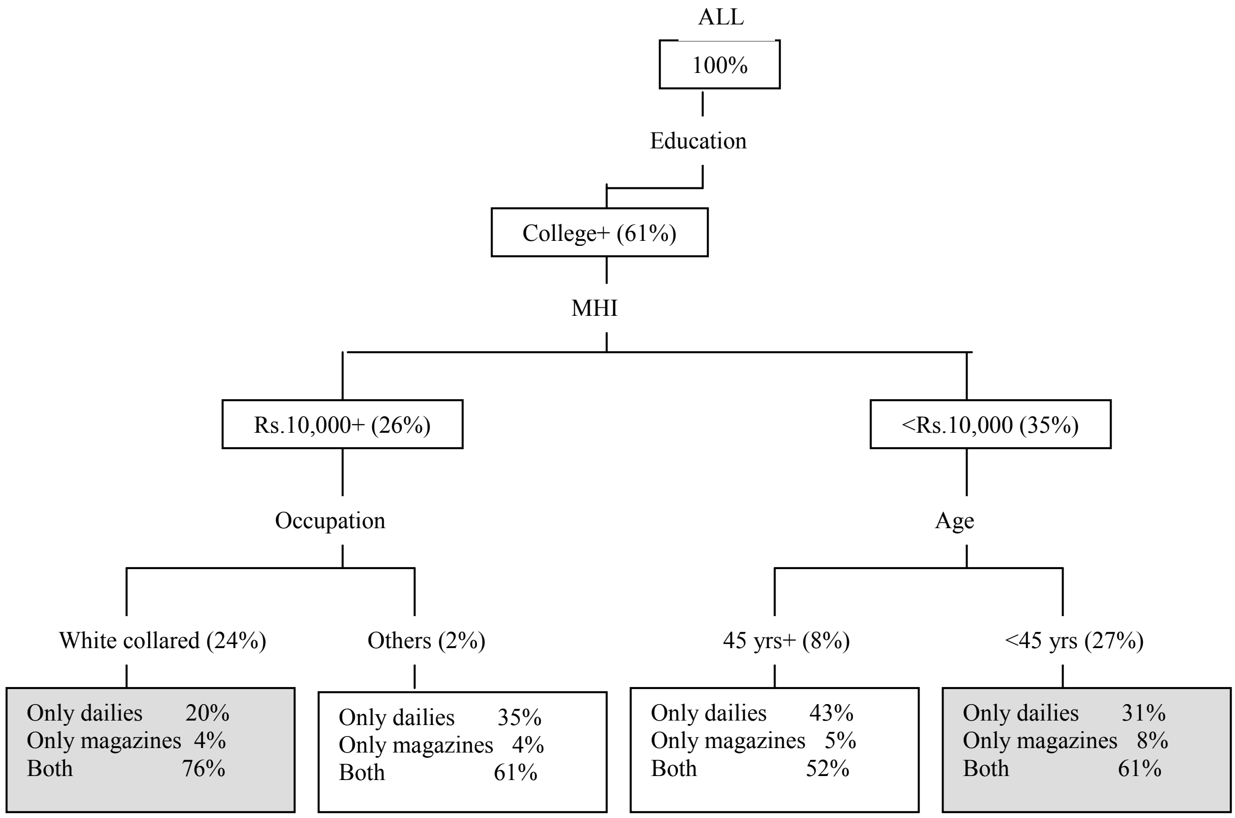
To start with, the sample as a whole (after excluding those who neither read a daily nor a magazine) consists of 35% who only read a daily, 8% who only read a magazine and 57% who read both. AID examines all the variables and finds education most discriminating and splits the group on that.



As seen above, among consumers with higher education levels (college+) magazine readership increases to as high as 72%. The algorithm further searches the remaining variables to identify monthly household income as the most discriminating variable in the college+ education tree and socio-economic class in the other side of the tree with lower education levels.

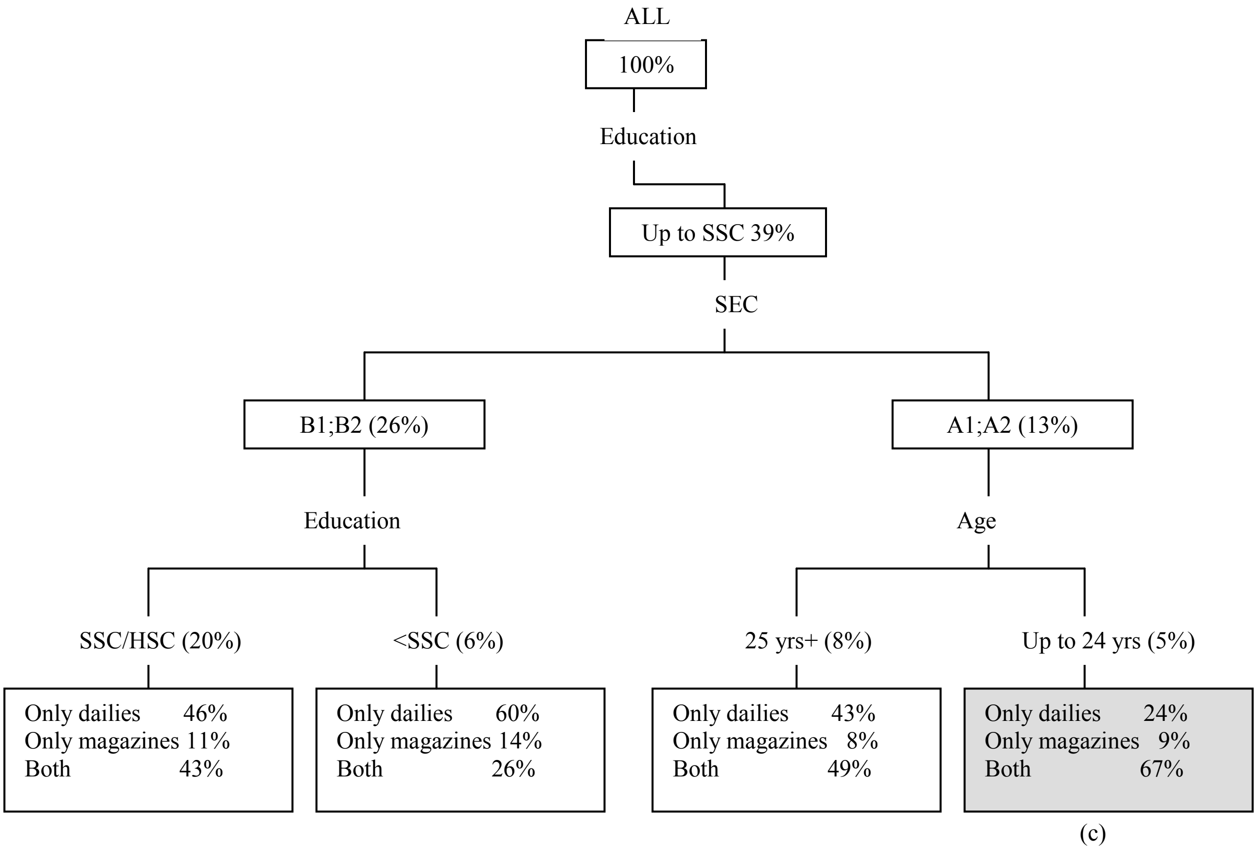


Further splits take place on occupation and age on the left side of the tree:



(a) (b)

And on the other side, it is SEC, education and age, which seem to make the difference



Hence the most important groups for magazine readership appear to be:

- college educated, affluent and white collared (Node 'a')
  or
- college educated, not so affluent and younger (Node 'b')
  or
- Not educated up to college level, but belonging to SEC A1/A2 and very young (Node 'c')

GENRE COMPARISONS

So far our investigation was limited to the study of the medium as a whole. We now look at the specific genres and try to see to what extent does the consumer partake of specific genres of press and TV. And are there any genres, which are consumed in one medium but not the other.

The magazines fielded in the NRS were divided into 17 different genres - e.g. sports, magazines, business magazines etc.. For the sake of completion, dailies (separately for English and vernacular) have been taken as two additional genres for this analysis. This analysis shows that women's magazines are the most popular genre, followed by general interest magazines and current affairs.

			%
Women's magazines	29	General knowledge	6
General interest	23	Fashion/lifestyle	6
Current affairs	19	Business	5
Film & entertainment	19	Computer	4
Children's	8	Health & fitness	4
Sports	6		

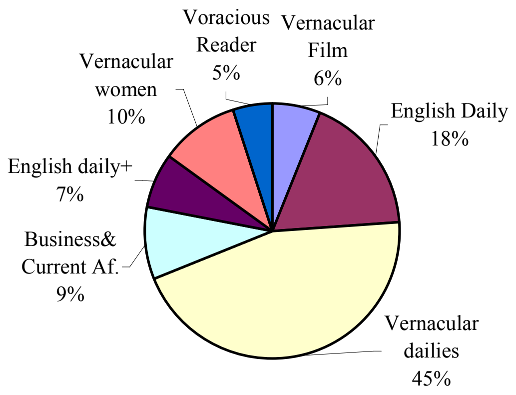
In order to identify the areas of growth, we attempted to see if there are any natural segments or clusters of consumers showing similar genre affinity.

Cluster analysis was done to see if we can discern different segments of consumers, based on the genres that they patronize. Seven such segments were identified. “Vernacular Film” segment reads essentially vernacular dailies & film magazines. Incidence of general interest & women magazines is also evident in this segment. “English Daily” segment reads only English dailies – there is hardly any interaction with any other genre. “Vernacular Daily” segment, if at all, reads only vernacular newspapers. “Business & Current Affairs” segment reads English newspaper and keeps itself updated with the happenings in business & current affairs through magazines. The “English daily+” reads the more popular set of magazines along with the English newspaper. “Vernacular Women” essentially interacts with press through vernacular daily & women’s magazines. Some incidence of general interest magazines is also evident in this segment. The “Voracious Reader” reads anything he/she can lay their hands on.

	Vernacular Film	English Daily	Vernacular dailies	Business& Current Affairs	English Daily+	Vernacular women	Voracious Reader
Vernacular Daily	0.736	0.378	0.583	0.503	0.465	0.747	0.489
English Daily	0.000	1.000	0.000	0.936	1.000	0.170	0.907
General Interest	0.329	0.000	0.115	1.000	0.380	0.261	0.822
Sports	0.163	0.036	0.011	0.062	0.095	0.043	0.287
Business	0.057	0.065	0.007	0.108	0.112	0.018	0.515
Women’s	0.500	0.108	0.000	0.295	0.518	1.000	0.781
Film Entertainment	1.000	0.000	0.000	0.000	1.000	0.000	0.664
Men’s	0.019	0.004	0.000	0.005	0.033	0.003	0.116
Health & Fitness	0.077	0.032	0.009	0.047	0.097	0.038	0.297
Children’s	0.187	0.039	0.030	0.097	0.106	0.120	0.335
General Knowledge	0.107	0.054	0.013	0.099	0.123	0.033	0.551
Sunday Weekly	0.016	0.002	0.004	0.007	0.015	0.007	0.002
News Current Affairs	0.131	0.156	0.021	0.359	0.279	0.123	0.920
IT/ Computers/Telecom	0.056	0.051	0.006	0.077	0.091	0.013	0.282
Automobiles Mechanics Cars	0.033	0.020	0.002	0.021	0.046	0.008	0.155
Home Interiors Decor	0.015	0.012	0.001	0.027	0.046	0.008	0.120
Travel In-flight Mags	0.057	0.011	0.008	0.022	0.042	0.025	0.124
Society Fashion Social Lifestyle	0.055	0.035	0.007	0.050	0.077	0.013	0.267
Others	0.069	0.019	0.018	0.047	0.029	0.039	0.081

Relatively the “Vernacular Daily” is largest segment and therefore perhaps holds the highest long term potential. “English Daily” is the next largest segment – this can be the core segment for targeting new products as the penetration of the magazines is quite limited in this group of consumers.

Sizes of various segments based on Genres



To understand their interaction with other media, the share of consumption of different media was examined in each segment.

	Vernacular Film	English Daily	Vernacular dailies	Business& Current Af.	English Holistic	Vernacular women	Voracious Reader
TV	66%	63%	72%	61%	62%	68%	55%
Radio	10%	7%	8%	8%	9%	11%	10%
Press	24%	26%	20%	27%	25%	20%	29%
Internet	1%	3%	0%	4%	4%	1%	6%

Given that television has substantial viewership across all the segments – the viewership of various channels was analysed with respect to the press genre clusters. This was done to identify the key genres of press that can lure the consumers in various segments towards press.

The figures have been indexed to average viewership of different channels in each segment separately.

	Vernacular Film	English Daily	Vernacular dailies	Business& Current Af.	English Daily+	Vernacular women	Voracious Reader
DD 1	206	181	285	196	132	217	138
Infotainment	126	140	85	164	140	117	177
Kids	15	16	11	21	18	17	23
Music	97	84	53	81	106	67	110
News - English	79	139	49	135	135	69	167
News - Hindi	94	94	66	72	113	90	100
Regional Satellite	124	154	203	250	114	187	136
Sony	199	204	188	161	226	208	181
Sports	130	158	112	178	143	118	169
Star plus	144	191	134	168	194	157	190
Zee	205	201	192	167	226	207	182
DD 2	176	140	232	115	118	184	125
Religious	1	4	4	2	6	5	7
News - Regional	2	12	7	21	3	10	10
Fashion	10	5	3	4	6	7	10
DD Regional	95	86	157	112	54	134	62
Cable	136	104	151	75	112	123	62
Cable Movies	60	34	44	29	40	47	37
English	42	43	21	55	54	29	74
English Movies	77	82	40	95	102	51	122
Hindi Mass	19	15	14	17	23	16	12
Hindi movies	163	113	148	84	136	141	107
	Entertainment & Movies	Entertain. & Sports	Regional Entertain. & Movies	Sports & Infotainment	Entertain.	Entertain.	Entertain. & Infotainment & News

If we look at the highlighted TV channels in each segment (those with an index of 150 or more) we can pick up clues about the possible genres of magazines that could be of interest to each segment. For instance, the 'English daily' segment and the 'Business & current affairs' segments could be possible targets for a sports magazine. However, given the low current readership of sports magazines there is a need for a specific exploration to find out the reasons impairing their wider readership. Further the viewership of infotainment channels comprising essentially of Discovery & National Geographic is higher than the average in a few segments, suggesting a latent need for such coverage, through a magazine. All segments have higher viewership of Sony, Zee, Star Plus, DD2. These channels essentially provide entertainment to the consumers through various soaps, comedy serials or thrillers. This perhaps builds a strong case for a general entertainment magazine.

The most potential segment “Vernacular Dailies” can be additionally targeted through the coverage of movies. This can be achieved through vernacular dailies or through magazines. The other potential segment is “English Daily” – their viewership of English news channels is much higher than their average viewership of channels. Perhaps they are the hot potential segments that India Today & Outlook, the two most popular current affairs magazines should target to increase their circulations.

IMAGE OF PRESS

Clearly, a large scale study like the NRS, whose primary objective is readership measurement, can only provide very broad and general marketing directions or clues about new opportunities. Specially designed studies need to be done to identify the specific blocks to further growth of press. For instance, we had earlier divided the consumers into various segments, based on the proportion of the time that they spend on 'consuming' each medium. If we wanted to see, what are the barriers for further acceptance of press in some of these segments, we will need to conduct specific studies to probe the status of press. One such pilot study was conducted by us, which focused on the study of consumer perceptions of Press (dailies and magazines separately) in relation to television and internet. The image of press was evaluated on three parameters – general perceptions, opinion as a source of different information and persona or imagery. Correspondence analysis was conducted on the association data to discern the strengths & weaknesses of each medium

Again we look at the information from two points of view:

1. What are the key image strengths of Press that can be used by press owners to promote their media
2. What guidelines or directions are available to press owners to bring about changes in the media – either in the form of editorial or in the form of image – to further popularize the media.

To start with if we look at the overall perceptions, we find that though newspapers are perceived quite positively, magazines suffer from a major image handicap. Only 18% on consumers in the TV viewer segment associate magazines with the statement “overall an excellent medium”.

%

	SEGMENT		
Overall an excellent medium	TV viewers	Radio Listeners	Press Readers
− TV	86	80	83
− Newspapers	59	60	53
− Magazines	18	15	29
− Radio	22	28	18
− Internet	19	15	19

Media Perceptions Among TV Viewers

Given that the situation of press was weakest in the TV viewers segment we looked more closely at the perceptions of different media in this segment

General Perceptions

On the whole, each medium seems to have fairly distinctive image. Magazines are seen as stimulating and involving and good medium to pick up ideas from.

Newspaper	Magazines	Television	Radio	Internet
Authentic Wide range Investigative/fearless Accurate Accessible	Stimulating Involving Believable Informative Pick up ideas	Entertaining Relaxing Refreshing Enjoyable Absorbing First to report In-depth coverage	For all First to report	Any information at any time Allows information search Educative

Source of Information

Magazines are not seen as good source of the usual current news or information, but more suitable for information pertaining to specific hobbies or more enduring interests such as fashion and cooking.

Newspaper	Magazines	Television	Radio	Internet
International news National news Local news Business news Politics Crimes & Scams	Fashion Cooking tips	Sports Environment Film/music Wildlife Health Scientific inventions	Calamities National news	Educative Business news

Persona

Magazines have a fairly distinctive image of being distinctive, sophisticated and intelligent. Television has a more frivolous but contemporary image, and radio a more traditional perception.

Newspaper	Magazines	Television	Radio	Internet
Focused Peace Loving Trustworthy Reputed Serious	Distinctive Sophisticated Intelligent Focused Considerate	Popular Sporty Trendy Young Fun loving	Traditional Middle aged Middle class Ordinary	Rich Up-market Modern

Newspapers, on the other hand, are seen as reliable. However they lack the entertainment value of Television. Further a newspaper is seen essentially as source of news only. It needs to broaden its horizon to include other areas of information like – film music, wildlife, health etc. Though these areas are currently being addressed through supplements, it seems to be an area of potential improvement. Lastly for broader appeal, there is a case for a newspaper which deviates from its serious and mature imagery to become more youthful & popular.

The magazines are observed to be informative and stimulating. They are better than newspapers on entertainment value but not as much as television. There are no strong associations with magazines on different and specialized sources of information. Hence there would be further scope for magazines catering to specialized interest areas such as cookery and fashion. The persona of magazines is elitist. While this may be a help for certain specific types of magazines, for magazines with a broader appeal, the image needs to be also "broadened". The future efforts for magazines with a large and mass target group, the image will also need to be suitably modified.

CONCLUSIONS

The data from the National Readership Survey offers a tremendous opportunity for analysis to aid publishers in deriving marketing implications for their publications and for better promotion and marketing of Press as a medium. This paper demonstrated the use of the data and certain analysis methodologies, which provide valuable marketing inputs.

1. To start with Press as a whole needs to compare itself with other media to take stock of its competitive status. In the target group that we studied, the reach of press is not a problem. The reach compares fairly well with the reach of competing media like television and is significantly better than radio and internet.

2. However, if one looks at the "share" of press, in terms of the total time that a consumer spends in media related activities, press seems to be quite poorly placed. Press has only a 20% share of the media consumption.

3. If we investigate this phenomenon further, we find that:
   - In terms of frequency, press compares favourably with TV. Both reading and watching TV seem to be daily habits.
   - However, the problem seems to be in the relatively limited number of publications read by a consumer and also the rather limited amount of time spent on an average publication.

4. While on the whole, TV overshadows Press, cluster analysis indicates that there is a sizeable segment (14% of consumer) which has a high share of press (61% share). Clearly, publishers need to promote press heavily for any product or service targeted at this segment.

5. Further analysis shows that dailies are pretty well penetrated and also showing a gradual increase over time. However, magazines have a relatively limited penetration and have been floundering. Unlike dailies, magazines seem to be attracting only a certain specific target profile.

6. AID (Automatic Interaction Detector) analysis clearly points out the main target groups where magazines have a high penetration and thus need to be catered to, as well as the target group which publishers need to focus on for 'conversion'.

7. Consumer segmentation (through cluster analysis) was also done on the basis of the genres of the magazines that they read. An analysis of TV viewing tastes of each segment indicates the potential magazine genres that can be targeted at each.

8. While NRS provides a good starting point for deriving marketing implications and identifying new opportunities, clearly it is not a substitute for specific studies done for more pointed indicators. This paper demonstrated how such supplementary studies can be dovetailed to the NRS to derive more specific inputs for marketing strategy development.

9. Annexure 1 – Demographic Profiles of Media Share Clusters

Figures are in percentages (%)

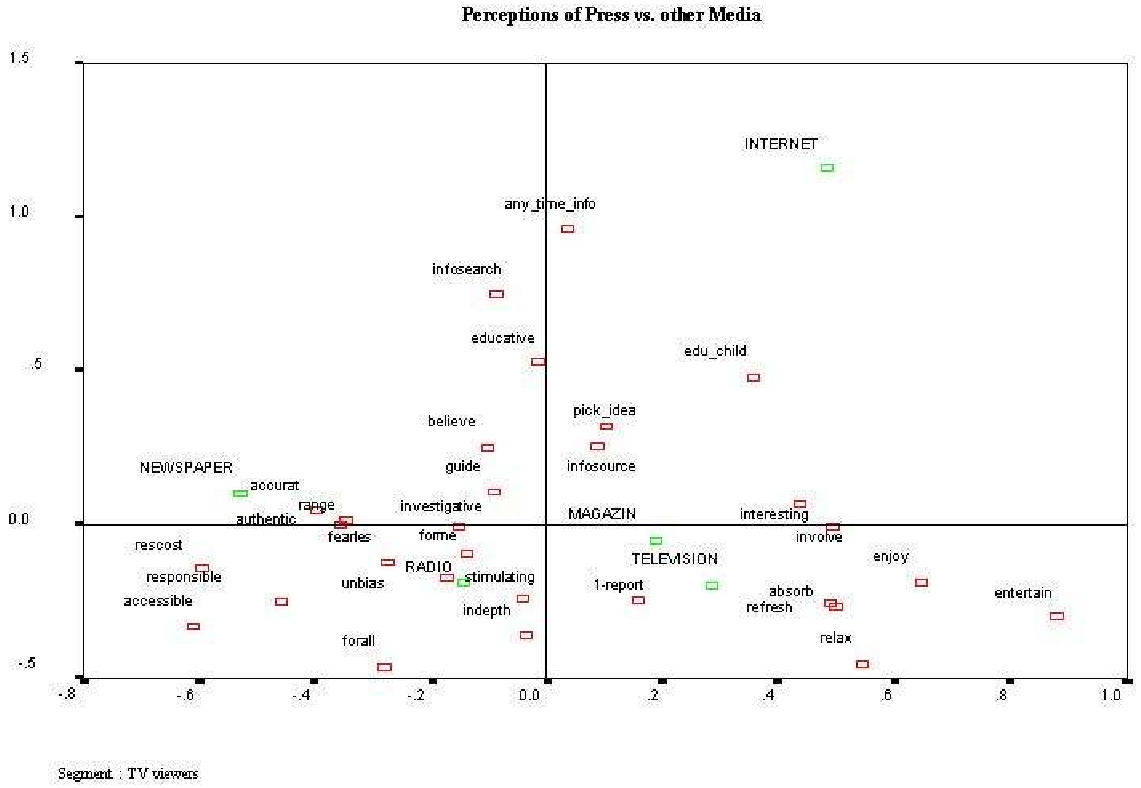
	TV	Radio	Internet	Press	All
AGE					
15-19yr	11.5	8.3	11.8	7.4	10.4
19-24yr	11.5	13.1	25.2	8.1	11.8
25-34yr	27.0	28.6	34.3	22.6	26.9
35-44yr	20.5	22.6	16.4	23.3	21.0
45+	29.6	27.4	12.3	38.6	29.8
EDUCATION					
Upto 9 yrs schooling	17.8	11.1	0.6	7.6	14.7
SSC- HSC/ some college	43.5	39.5	21.2	32.4	31.4
Some college (incl.Dip) but not grad.	9.2	9.0	10.8	7.9	9.0
Graduate/PG- General	34.4	44.1	49.8	49.8	38.6
Graduate-PG- Professional	4.4	5.3	28.4	10.1	6.3
WORKING STATUS					
Not working	47.5	36.3	10.2	23.6	41.0
Student	15.9	13.7	25.9	10.9	15.3
Retired	5.2	6.2	1.3	10.6	5.9
Working	31.4	43.7	62.6	55.0	37.8
MARITAL STATUS					
Never married	26.1	26.3	50.5	24.6	26.9
married	67.9	68.3	45.6	71.0	67.5
widowed/divorced/separated/ns	6.0	5.4	3.9	4.3	5.6
OCCUPATION					
Unskilled/Skilled Worker	3.0	3.9	2.8	3.1	3.1
Petty Traders/Shop owner	10.7	14.7	2.6	18.6	12.0
Businessman Industrialist/SEP	6.6	7.4	12.3	12.5	7.8
Clerks/Salesman/Supervisor	12.1	17.1	15.4	20.7	14.2
Offi Exec Jr/Sr	8.1	10.2	34.9	16.8	10.7
Not working	59.5	46.7	32.0	28.2	52.1
SEX					
male	46.3	54.6	79.9	73.2	52.7
female	53.7	45.4	20.1	26.8	47.3
INCOME					
Upto Rs. 5000	28.2	28.4	8.0	26.1	27.1
RS 5001-6000	15.2	16.4	7.4	13.9	14.9
RS 6001-10000	27.6	25.8	21.0	23.2	26.4
RS 10001-15000	17.2	16.4	22.5	18.1	17.4
RS 15001+	11.9	13.1	41.1	18.7	14.2
SOCIO ECONOMIC CLASS					
A1	20.8	20.3	54.5	24.6	22.7
A2	20.5	21.5	19.8	22.2	20.9
B1	30.8	32.3	19.2	31.1	30.6
B2	27.8	25.9	6.5	22.1	25.9

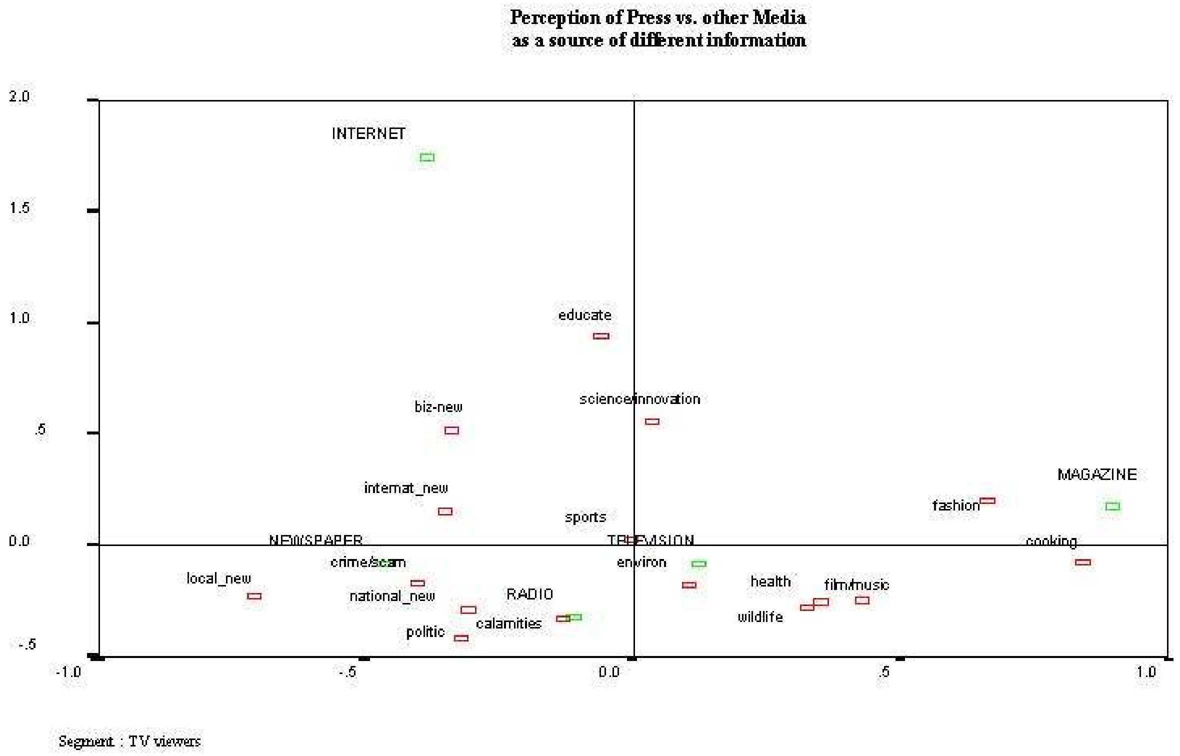
Annexure 2 – Demographic Profile of Genre Clusters

Figures are in percentages (%)

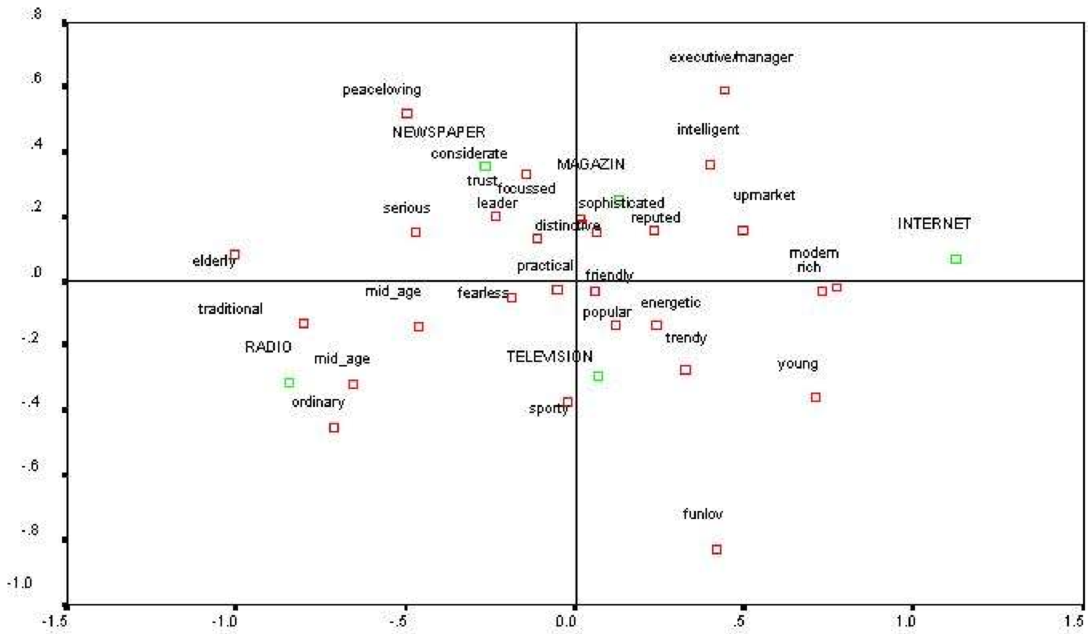
	Vernacular Film	English Daily	Vernacular dailies	Business & Current Af.	English Holistic	Vernacular women	Voracious Reader	All
AGE								
15-19yr	16.2	11.9	9.2	8.0	15.4	8.1	10.7	10.4
19-24yr	15.5	12.8	9.5	13.9	13.5	11.1	18.8	11.8
25-34yr	29.4	24.8	26.3	23.4	26.8	33.3	28.7	26.8
35-44yr	22.4	18.1	21.7	19.6	21.9	23.5	19.4	21.0
45+	16.5	32.4	33.3	35.0	22.3	24.0	22.4	30.1
EDUCATION								
Upto 9 yrs schooling	8.1	3.1	28.2	2.0	1.5	11.6	1.2	15.3
SSC- HSC/ some college	54.0	33.2	44.1	31.0	32.8	48.3	24.6	40.2
Graduate/PG- General	35.0	51.6	25.9	52.3	56.4	37.4	57.5	38.2
Graduate-PG- Professional	2.9	12.1	1.8	14.7	9.3	2.7	16.7	6.2
WORKING STATUS								
Not working	36.9	25.7	52.1	29.1	29.4	54.7	17.1	41.3
Student	21.5	19.3	10.9	16.2	24.6	11.8	23.6	15.2
Retired	2.0	9.1	5.3	9.1	4.7	3.0	5.6	5.9
Working	39.6	45.9	31.6	45.6	41.3	30.6	53.8	37.6
MARITAL STATUS								
Never married	34.8	31.9	21.8	28.4	36.2	21.3	39.3	26.8
married	62.8	64.1	70.2	67.4	59.6	74.2	57.6	67.5
widowed/divorced/separated /ns	2.4	4.0	8.1	4.2	4.2	4.5	3.0	5.8
OCCUPATION								
Unskilled/Skilled Worker	1.9	2.2	4.2	2.7	1.1	3.2	2.7	3.2
Petty Traders/Shop owner	16.2	9.5	15.1	6.0	7.3	11.8	6.2	12.0
Businessman Industrialist/SEP	7.4	9.9	6.2	9.4	10.5	5.7	11.9	7.7
Clerks/Salesman/Supervisor	14.6	16.9	12.0	18.7	14.6	12.3	16.5	14.1
Offi Exec Jr/Sr	5.5	20.2	4.0	22.8	16.0	4.6	25.1	10.6
Not working	54.3	41.3	58.6	40.4	50.5	62.5	37.6	52.4
SEX								
male	53.5	65.4	46.8	62.7	56.6	32.4	71.3	52.5
female	46.5	34.6	53.2	37.3	43.4	67.6	28.7	47.5
INCOME								
Upto Rs. 5000	29.6	15.4	38.7	15.1	11.0	27.5	9.5	27.4
RS 5001-6000	16.3	11.4	17.8	12.3	10.2	16.6	7.0	14.9
RS 6001-10000	26.1	30.2	25.4	24.9	27.4	25.9	22.9	26.3
RS 10001-15000	17.0	22.6	11.9	24.0	26.0	17.8	23.3	17.3
RS 15001+	11.0	20.4	6.2	23.8	25.5	12.3	37.3	14.1
SOCIO ECONOMIC CLASS								
A1	15.7	33.8	10.9	39.9	39.1	18.8	48.1	22.5
A2	22.0	25.5	17.1	23.4	25.6	20.8	23.3	20.7
B1	33.9	28.2	34.5	25.3	22.1	32.3	18.0	30.6
B2	28.4	12.5	37.5	11.4	13.2	28.1	10.6	26.2

Annexure 3 – Correspondence Analysis





Imagery of Press vs. other Media



Segment : TV viewers