

Kheda viewership study

Parmar, K. M.; Joshi, Hansa.; Sinha, Arbind.

1990

Sinha, A. , Parmar, K. M. & Joshi, H. (1990). Kheda Viewership Study. In UNESCO-AMIC Consultation on Surveying Television and Video Flow in Asia and the Pacific : 28-30 March, 1990, Singapore.; Sinha, A. , Parmar, K. M. & Joshi, H. (1990). Kheda viewership study. In UNESCO-AMIC Consultation on Surveying Television and Video Flow in Asia and the Pacific : 28-30 March, 1990, Singapore. Singapore: Asian Mass Communication Research & Information Centre.

<https://hdl.handle.net/10356/87296>

Kheda Viewership Study

By

**Arbind Sinha,
K M Paarmar,
Hansa Joshi
&
Bela Trivedi**

FOR INTERNAL USE ONLY

INTERIM PRESENTATION

KHEDA VIEWERSHIP STUDY

*Arbind Sinha
K.M.Parmar
Hansa Joshi
Bela Trivedi*

September 29, 1989

**Development Communication Research
Social Research Group
Development and Educational
Communication Unit, ISRO
Ahmedabad**

OBJECTIVES

- TO ASCERTAIN THE EXTENT OF PIJ PROGRAMME VIEWING AMONG THE TELEVISION VIEWERS OF KHEDA
- TO FIND OUT THE REASONS FOR NOT VIEWING PIJ PROGRAMMES

METHODOLOGY

- DATA COLLECTED FROM 30 TV- VILLAGES OF 6 TALUKAS FROM KHEDA WITHIN PIJ RANGE
- RANDOM TABLE USED FOR SELECTION OF VILLAGES FROM RBO TV-VILLAGE LIST (1988) BY PPS TECHNIQUE
- 9 DAYS OF DATA COLLECTION BETWEEN AUGUST 31 - SEPTEMBER 11, 1989
- SURVEY OF ALL TV - INSTITUTIONS AND TV OWNERS AVAILABLE IN THE VILLAGE ON STRUCTURED SCHEDULE
- INFORMATION ABOUT 46 TV INSTITUTIONS AND 1223 PRIVATE SETS FOR THIS STUDY
- FOR LOCKED HOUSES BASIC INFORMATION ON TV FROM NEIGHBOURS

③

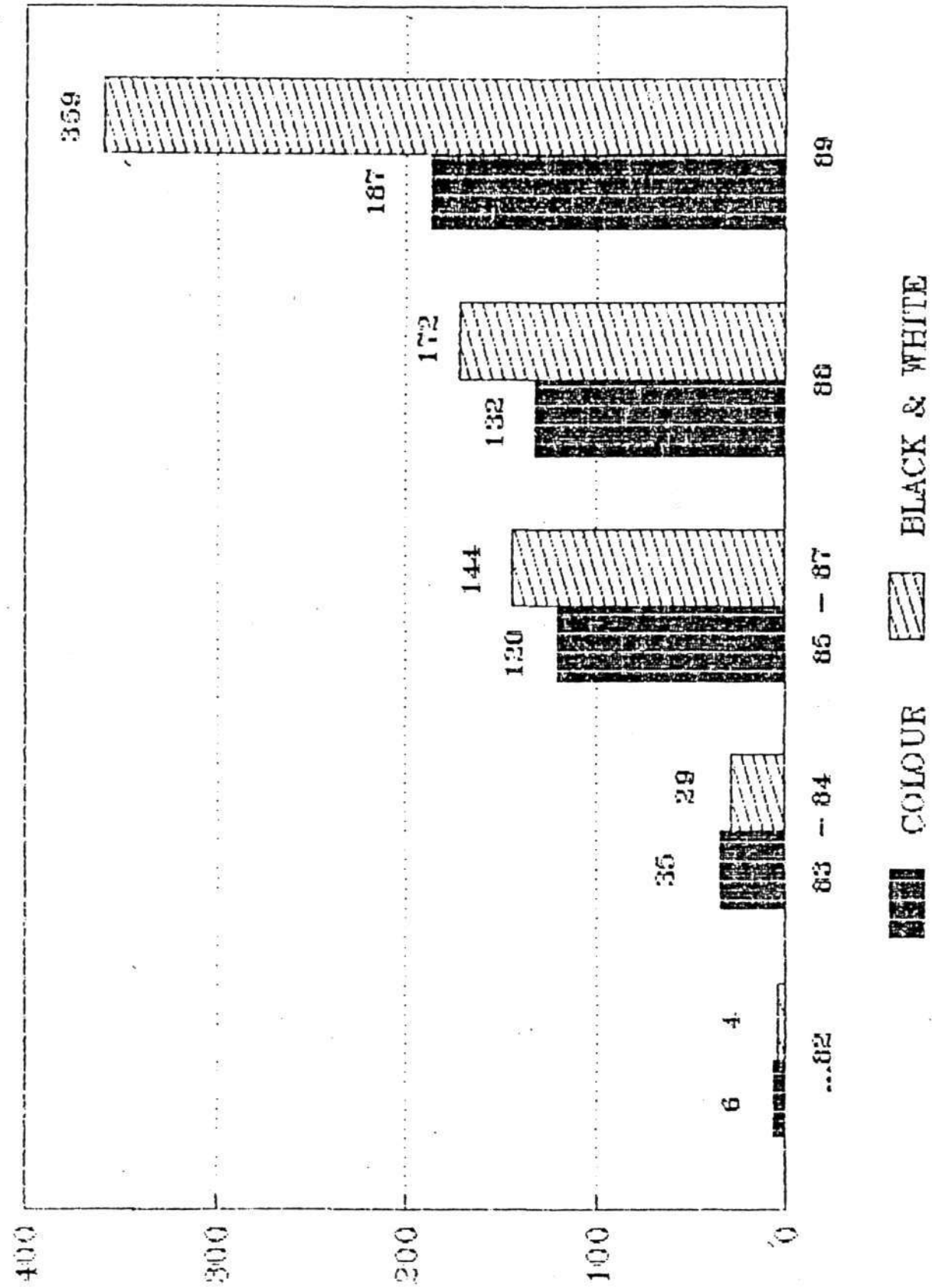
TABLE: 1 DISTRIBUTION OF AVERAGE NO. OF TV-SETS ACCORDING TO POPULATION SIZE OF THE VILLAGES

Population size	No. of villages	Average population (1981)	Average No. of Instl. sets	Average No. of Private sets	Ratio of Private sets: Population
Up to 1000	3	907	1.0	10	91
1001-3000	15	2018	1.0	22	92
3001-5000	7	4017	1.4	49	82
5000 +	5	6384	3.6	104	61

TABLE: 2 TALUKAWISE DISTRIBUTION OF AVERAGE No. OF TV-SETS

Taluka size	No. of villages	Average population (1981)	Average No. of Instl. sets	Average No. of Private sets	Ratio of Private sets: Population
Anand	7	4085	2.0	59	69
Borsad*	1	3882	1.0	27	144
Matar	4	2324	1.0	21	110
Mehmadabad	6	2598	1.2	21	124
Nadiad	6	3273	1.5	54	61
Petlad	6	2673	1.7	41	65

YEAR WISE PURCHASE OF TELEVISION (PRIVATE)



IMPORTANT FIGURES AT A GLANCE

VIEWERSHIP OF PIJ PROGRAMMES ON INSTITUTIONAL SETS

No. of Sample Villages covered	- 30	
No. of Institutional sets	- 46	
- Installed in Dairy offices	- 30	65.2 %
- Installed in Panchayats	- 6	13.0
- Installed in Seva Mandalis	- 2	4.4
- Installed in Schools	- 8	17.4
No. of single channel sets	- 21	45.7
No. of sets functioning	- 10	21.7
No. of sets viewing only Ahmedabad	- 7	15.2
No. of sets viewing A'bad and Pij	- 3	6.5

Details of those viewing Pij :

- Time they switch on the set : 1900 (1), 1800 (2)
- Average no. of viewers on Pij days - 60
- Programmes they see :
 - Haaji Naaji
 - Akkalbaji
 - Lo Doctor Aapo Jabab

IMPORTANT FIGURES AT A GLANCE VIEWERSHIP OF KHEDA ON PRIVATE SETS

No. of Talukas covered - 6
 No. of sample villages surveyed - 30
 No. of private sets censused - 1223
 No. of Respondents interviewed - 1080
 Castegroup wise holding of TV sets :

* High Caste	-	63.1 %
(Patels alone holds 54.1)		
* Mid Caste	-	16.9
* Low Caste	-	11.6
* Minorities	-	8.4

Timings of switching on the sets	1800 hrs	-	15.6
	1830 "	-	5.1
	1900 "	-	45.2
	1930 "	-	23.8
	2000 "	-	9.4
	2030 onward		0.3
	0	-	0.6

Viewers watching Gujarati News - 89.8

Days wise viewing of Gujarati News	1 - 2	=	8.4	}	89.8
	3 - 5	=	15.3		
	6 - 7	=	65.2		
	0	=	1.0		

Average no. of persons watching Gujarati Programmes
 * family members - 6.5 persons per set
 * out siders - 14.5 ,, per set

No. of viewers watching Ahmedabad Programmes only - 56.4
 No. of viewers watching Pij programmes also - 43.6

Fig 16 Programmes They view (according to frequency)

- | | |
|----------------------------|----------------------|
| 1. Huto Huti (95.7) | 2. Jyoti (70.6) |
| 3. Kaka Chale Banka (53.2) | 4. Bela Roy (38.8) |
| 5. Manas Ek Ukhan (27.5) | 6. Gram Jagat (10.6) |

Important reasons for not viewing Pij :

1. Problem of reception	(20.9)	}	56.4
2. Programme Quality	(9.2)		
3. Electricity	(4.3)		
4. fear of getting spoiled	(3.8)		
5. time not suitable	(3.1)		

(for all calculations n=1080)

IMPORTANT FIGURES AT A GLANCE
VIEWERSHIP OF PIJ PROGRAMMES ON PRIVATE SETS

Students - 1080
 Views for Pij programmes(471) - 43.6
 Viewing of Pij programmes :

- * High Caste - 27.4
 (Patel - 23.7)
- * Mid Caste - 7.7
- * Low Caste - 5.0
- * Minorities - 3.6

How many days they see Pij

- 1 Day - 9.0
- 2 Days - 12.1
- 3 Days - 7.7
- 4 Days - 3.7
- 5 Days - 10.5

Viewers watching Gujarati News - 41.4

Viewership of Pij Programmes :

- 1 day - 9.0
- 2 days - 12.1
- 3 days - 7.7
- 4 days - 3.7
- 5 days - 10.5

Viewers who switch channel back after Gujarati Programmes - 18.0

Programmes they watch more frequently :

- | | |
|-----------------------|-------------------------------------|
| 1. Naaji (18.4) | 2. Akkalbaji (14.4) |
| 3. Doctor Jabab (4.9) | 4. Ma Baap Thvu (1.6)
Akaru Chhe |
| 5. No Kh (1.4) | 6. Parichay (1.1) |