<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>Kheda viewership study</th>
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</thead>
<tbody>
<tr>
<td><strong>Author(s)</strong></td>
<td>Sinha, Arbind.; Parmar, K. M.; Joshi, Hansa.</td>
</tr>
<tr>
<td><strong>Date</strong></td>
<td>1990</td>
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<td><a href="http://hdl.handle.net/10220/1316">http://hdl.handle.net/10220/1316</a></td>
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Kheda Viewership Study

By

Arbind Sinha,
K M Paarmar,
Hansa Joshi
&
Bela Trivedi
KHEDA VIEWERSHIP STUDY

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Hansa Joshi
Bela Trivedi

September 29, 1989

Development Communication Research
Social Research Group
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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
### TABLE 1: DISTRIBUTION OF AVERAGE NO. OF TV-SETS ACCORDING TO POPULATION SIZE OF THE VILLAGES

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

### TABLE 2: TALUKAWISE DISTRIBUTION OF AVERAGE NO. OF TV-SETS

<table>
<thead>
<tr>
<th>Taluka size</th>
<th>No. of villages</th>
<th>Average population (1981)</th>
<th>Average No. of Instl. sets</th>
<th>Average No. of Private sets</th>
<th>Ratio of Private sets: Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anand</td>
<td>7</td>
<td>4085</td>
<td>2.0</td>
<td>59</td>
<td>69</td>
</tr>
<tr>
<td>Borsad*</td>
<td>1</td>
<td>3882</td>
<td>1.0</td>
<td>27</td>
<td>144</td>
</tr>
<tr>
<td>Matar</td>
<td>4</td>
<td>2324</td>
<td>1.0</td>
<td>21</td>
<td>110</td>
</tr>
<tr>
<td>Mehmadabad</td>
<td>6</td>
<td>2598</td>
<td>1.2</td>
<td>21</td>
<td>124</td>
</tr>
<tr>
<td>Nadiad</td>
<td>6</td>
<td>3273</td>
<td>1.5</td>
<td>54</td>
<td>61</td>
</tr>
<tr>
<td>Petlad</td>
<td>6</td>
<td>2673</td>
<td>1.7</td>
<td>41</td>
<td>65</td>
</tr>
</tbody>
</table>
## Important Figures at a Glance

### Viewership of PIJ Programmes on Institutional Sets

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Sample Villages covered</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>No. of Institutional sets</td>
<td>46</td>
<td></td>
</tr>
<tr>
<td>- Installed in Dairy offices</td>
<td>30</td>
<td>66.2%</td>
</tr>
<tr>
<td>- Installed in Panchayats</td>
<td>6</td>
<td>13.0%</td>
</tr>
<tr>
<td>- Installed in Seva Mandalis</td>
<td>2</td>
<td>4.4%</td>
</tr>
<tr>
<td>- Installed in Schools</td>
<td>8</td>
<td>17.4%</td>
</tr>
<tr>
<td>No. of single channel sets</td>
<td>21</td>
<td>45.7%</td>
</tr>
<tr>
<td>No. of sets functioning</td>
<td>10</td>
<td>21.7%</td>
</tr>
<tr>
<td>No. of sets viewing only Ahmedabad</td>
<td>7</td>
<td>15.2%</td>
</tr>
<tr>
<td>No. of sets viewing A'bad and PIJ</td>
<td>3</td>
<td>6.5%</td>
</tr>
</tbody>
</table>

**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 VVYV - 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 = 6.4
- 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
- outsiders - 14.5 ,, per set

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

First 6 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)
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

TOWERSHIP OF PIJ PROGRAMMES ON PRIVATE SETS

Students - 1080

Days for Pij programmes (471) - 43.6

Pewing of Pij programmes:

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

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

Channel back after Gujarati Programmes - 18.0

Programmes they watch more frequently:

1. Naaji (18.4)
2. Akkalbaji (14.4)
3. Doctor (14.9)
4. Ma Baap Thvu (1.6)
5. Jabab
6. Akaru Chhe
7. No Kh (1.4)
8. Parichay (1.1)