<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>Kheda viewership study.</th>
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<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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<td><strong>Rights</strong></td>
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Kheda Viewership Study

By

Arbind Sinha,
K M Paarmar,
Hansa Joshi
&
Bela Trivedi
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
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>No.</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>65.2%</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 ON - 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
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

OWNERSHIP OF PIJ PROGRAMMES ON PRIVATE SETS

Students - 1080

% users for Pij programmes (471) - 43.6

Ownership 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

Ownership 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 (4.9)
4. Ma Baap Thvu (1.6)
5. Jabab
6. Parichay (1.1)