

A Critical Study of Demographic Profiling of Newspaper Readers in Pune City

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Abstract

Pune city is governed by Municipal Corporation which comes under Pune Metropolitan Region. The Pune city is located in Maharashtra state of India. As per provisional reports of Census India, population of Pune is **3,124,458**. Pune is having demographic characteristic with the median age being closer to the national level. But, 62 percent of the total population is under the age of 30 years. In Pune, the 25-34 age group forms a larger proportion of the total population compared to that prevailing at the national level. It is estimated that about 50 percent of the population increase is on account of in-migration. This probably explains Pune's relatively larger share of population in the 25-34 age groups. The economic activity on the outskirts of the city, particularly in the Pimpri- Chinchwad region, has a direct impact on the city of Pune. The population that is migrating to Pune city is coming from various states of India and abroad also. They have different language to communicate, lifestyle differs, education level is different, and the income level is also different. Hence, population in Pune varies in every aspect of demography like age, region, language, income and education. Marathi,English and Hindi are the common languages which is understood and read by everyone.

Today there are almost twelve newspapers in Pune namely Sakal, Lokmat,Pudhari, Loksatta, Times of India, Indian Express, Maharashtra Times, Sakal Times, AajKaAnand, ect. Readers are from every Category they expect more information about happenings around the world.

The study is about **Demographic Profiling of Newspaper Readers in Pune city**, where in study is made to understand the distribution of newspaper readers according to age, gender, income, education etc. The information is collected for the PhD study related to newspaper by the researcher.

KEYWORDS: Demographic profiling, newspapers, readers feedback.

Introduction:

1.1 Newspapers in India & Pune:

Indian Print Media is the biggest Print Media and Newspaper market in the world with above 100 million copies sold each day & is over 230 years old. In comparison with other countries in Asia ,Indian printing houses print maximum Daily Newspapers. According to the World Association of Newspapers it is expected that one in every five daily newspapers in the world is published in India.Both English

and regional language newspapers in India are witnessing growth, with the number of **registered publications climbing up from 94,067 in March, 2013 to 1,05,443 by March 2015**. According to data available with the Registrar of Newspapers in India (RNI), almost every state across the country is a part of this trend.

Today, whether it is print quality or print innovations, Indian newspaper has walked many miles ahead to deliver innovations that can grab the attention of the masses. Print innovations with newspaper are an effective way for the advertisers to tap their prospective customers.

Newspapers in Pune: Former to India's independence, Maharashtra or Bombay Province as it was then known was politically a very active state.

The first newspaper *Darpan* was published on January 6, 1832 by Balshashtri Jambhekar. The content was published both in Marathi and English and was circulated all over the region. This was the first taste of newspaper that the Pune-kars received. Next it was freedom fighter Bal Gangadhar Tilak who started two papers in 1881 – *Kesari* in Marathi and *Maratha* in English. These two papers played a vital role in developing political sentiments & unity among the countrymen. Since the headquarter of these two papers was in Pune, the city soon became the hub of political activists.

Post independent a number of Marathi newspapers came into existence and Pune-kars got an opportunity to enjoy the news coming from various sources. Today there are almost twelve newspapers in Pune namely Sakal, Lokmat, Pudhari, Loksatta, Times of India, Indian Express, Maharashtra Times, Sakal Times, AajKaAnand, ect.

The current study is about the demographic profiling of three major Marathi newspapers in Pune region namely Sakal, Times of India, Pudhari & Lokmat.

1) Sakal Papers Ltd.:

Marathi-language daily newspaper ranks among the top 10 language dailies of India. Sakal Media Group has its headquarters in Pune, Maharashtra, India. Dr. Nanasaheb Parulekar was the founder of Sakal.

The group's has other operations includes regional newspapers, magazines and Internet publishing, it is employing over 3000 people. Sakal holds one of the largest Marathi websites, eSakal, which reaches to 300,000 Internet users.

History: Sakal a classic newspaper of the pre-independence nationalist period. Founder, Dr. N.P. alias Nanasaheb Parulekar was influenced by American newspapers during his stay at Columbia University. He introduced Sakal (morning) to spread Mahatma Gandhi's movement for independence, & show the path to sincere daily journalism in Marathi. Though it was started as a part of the nationalist cause, after Indian independence, Sakal newspaper now has established itself as a successful business by reporting on every day concerns, not only for Pune but also for the rural neighborhoods.

Current status of the group is Mr. [Abhijit Pawar](#) is the Managing Director of the group. Under his leadership, group has launched the first and only agriculture daily, **Agrowon**.

Sakal is "first media company to organize events & exhibitions as well as the first media group to implement 6-sigma processes across the company.

2) Lokmat Papers Pvt. Ltd

Is a [Marathi language](#) newspaper published from Mumbai, and several other cities in Maharashtra state. Founded in 1971 by Jawaharlal Darda. Its registered and corporate offices are located in Mumbai, Maharashtra (India) and its main administrative center is located at Lokmat Building, Lokmat Square, Nagpur (India). Lokmat has 11 Marathi editions in Maharashtra.

Lokmat covers news on Local, Maharashtra, National, International, Agriculture, Sports in every day issue in all editions across Maharashtra.

3) Pudhari Papers Pvt.Ltd.

Pudhari is a Marathi daily published from Maharashtra, Goa and North Karnataka. It is most liked newspaper in Western Maharashtra .Dr. GanpatraoGovindraoJadhav is the founder editor of the daily Pudhari.It has different 12 editions for major districts of Maharashtra namely Mumbai, Pune, Kolhapur, Sangli, Satara,Nasik, Solapur, Ahmadnagar, Ratnagiri, Sindhudurg, Belgaum & an edition for Goa state.

History: Shri. G. G. Jadhav started publishing a weekly in 1937, in Kolhapur. The first issue of the weekly was published on 13 May 1937 and then it was converted into a daily on 1 January 1939 with the name "Pudhari". Since then, the newspaper has continuously supported and canvassed for programs of National interest.The name was changed to “Pudhari Publications Pvt. Ltd.” and Shri. P.G. Jadhav became a Managing Partner and Editor of the firm.

4) The Times of India (TOI):

The Times of India (TOI) is an Indian English-language daily newspaper. It is the oldest English-language newspaper in India still in circulation,^[3] with its first edition published in 1838. It is owned and published by Bennett, Coleman & Co. Ltd. which is owned by the Sahu Jain family.

The Times of India is published by the media group Bennett, Coleman & Co. Ltd. The company, along with its other group of companies, known as The Times Group, also publishes Ahmedabad Mirror; Bangalore Mirror; Bangalore Times, Delhi Times; The Economic Times; EiSamay, (a Bengali daily); the Maharashtra Times, (a Marathi-language daily broadsheet); Mumbai Mirror; the Navbharat Times, (a Hindi-language daily broadsheet); and Pune Mirror.

All these newspapers give equal space for local news contents, whereas Sakaland Times of India are focussed more on providing space to national, international and sports news. Since its readers are from every Category& they expect more information about happenings around the world.

Lokmat and Pudhari are papers for Mass, hence, they try and provide every small news from the region their readers come from. Their readers are more interested in knowing about happening in their own region.

The circulation figures of these newspapers are as under:

Circulation Figures – Table No.1

Sr.No.	No.of readers as on March 2017
Sakal	6,30,000
Times of India	3,74,830
Lokmat	4,90,000
Pudhari	1,87,000
Total	15,81,530

(Circulation figures from ABC book March 2017)

1.2 Demographic information about the City: Pune city is governed by Municipal Corporation which comes under Pune Metropolitan Region. The Pune city is located in Maharashtra state of India. As per provisional reports of Census India, population of Pune is as under:

Demographic information about the City Table No.2

Pune City	Total	Male	Female
City Population	3,124,458	1,603,675	1,520,783
Literates	2,496,324	1,317,345	1,178,979

(www.census2011.co.in)

India has a very young population with a median population age of 24 years; about 65% of the total population is less than 35 years old. Pune is also having this demographic characteristic with the median age being closer to the national level. But, 62 percent of the total population is under the age of 30 years. In Pune, the 25-34 age group forms a larger proportion of the total population compared to that prevailing at the national level. It is estimated that about 50 percent of the population increase is on account of in-migration. This probably explains Pune's relatively larger share of population in the 25-34 age groups. The economic activity on the outskirts of the city, particularly in the Pimpri- Chinchwad region, has a direct impact on the city of Pune.

The population that is migrating to Pune city is coming from various states of India and abroad also. They have different language to communicate, lifestyle differs, education level is different, the income level is also different. Hence, population in Pune varies in every aspect of demography like age, region, language, income and education. English and Hindi are the common language which is understood and read by everyone.

Pune is capital of knowledge, culture and education in Maharashtra state, it have nearly twelve newspapers available for reader. These newspapers are in English, Marathi and Hindi language. Many newspapers from other languages like Kannada, Tamil, Malyalam, telagu are printed in other cities but are circulated as per demand.

The study is about **Demographic Profiling of Newspaper Readers in Pune city**, where in study is made to understand the distribution of newspaper readers according to age, gender, income, education etc. The information is collected for the PhD study related to newspaper by the researcher.

I) Objectives:

1. To know age and gender distinction of readers of Sakal, Times of India, Puhari&Lokmat newspaper.
2. To know income level of readers for Sakal, Times of India, Pudhariand Lokmat newspaper.
3. To know education level of readers for Sakal, Times of India, Pudhariand Lokmat newspaper.
4. To know region of readers for Sakal, Times of India, Pudhariand Lokmat newspaper.

II) Research Methodology:

- 1) **Primary Date:** The primary data for this study is collected through following method
 - a) **Survey:** For collecting information regarding readers demographic profile, survey was conducted
 - b) **Questionnaire:** To collect the information regarding gender, age, education, income and employment of readers close ended questionnaire was prepared.

3.1 Research Design:

Description and Exploratory type of research design has been used for the study. Since it was relevant for the study these research designs are used.

3.2 Universe & sample size:

- a) **Universe:** Readers of Sakal, Times of India, Pudhari and Lokmat in Pune.
- b) **Topical Scope** –A Comparative Study of Product Positioning of Newspaper
- c) **Analytical scope** - Identifying, analyze, comparing, and accessing Product Positioning of Print media.
- d) **Periodical Scope** - The study period is of October, 2016.
- e) **Sample Size:** Sample size 842readers of Sakal, Times of India, Pudhariand Lokmat.

III) Scope of Study:

- a) Geographical scope: Area covered to conduct the survey is Pune and Pimpri-Chinchwad corporation.

- b) Respondents: The target audience (respondents) will be the (i) Readers of Newspapers (ii) Senior personnel who are working in strategy decision making in marketing of Newspaper.

IV) Limitations of the study:

- a) The respondents may not share full information about income group and employment status.
 b) The study is focused only to Pune Region i.e. Pune & Pimpri Chinchwad Municipal Corporation area only.

V) Data Analysis and Interpretation:

The data for the study is collected by using close ended questionnaire. The respondents were asked to select the relevant option mentioned below the question. Total number of respondents for the study are

- A) Age Distinction of Respondents:** Age groups were made 20-29, 30-39, 40-49, and 50-59. Respondents were asked to select an option from the age group. Following is the detail analysis and interpretation of the information.

T 3Age Distinction of Respondents

Response Options	Sakal		Times of India		Pudhari		Lokmat	
	%	Freq	%	Freq	%	Freq	%	Freq
20-29	38	76	40.3	85	53.7	108	34.3	79
30-39	25	50	29.4	62	20.9	42	24.3	56
40-49	28	56	21.3	45	16.4	33	29.6	68
50-59	9	18	9	19	9	18	11.7	27
Total	100	200	100	211	100	201	100	230

Interpretation:

- 1) From the above table it can be seen that 38% respondents for Sakal are between 20-29, 25% from age group 30-39, 28% from 40-49 and only 9% respondents are from age group of 50-59.
- 2) For Times of India 40.3% respondents are between the age group 20-29, & 29.4% are between age 30-39, 21.3% from age 40-49 and 9% respondents are in the age group of 50-59.
- 3) Pudharihas 53.7% respondents are between age group of 20-29, 20.9% from age group 30-39, 16.4% respondents from age 40-49 & 9% from age 50-59.
- 4) For Lokmat 34.3% respondents are between age group of 20-29, 24.3% from age 30-39, 29.6% from age 40-49 & 11.7% from the age group of 50-59.

B) Gender Distinction of Respondents: Respondents for the study are both Male and Female readers of four major newspapers in Pune region namely Sakal, Times of India, Pudhari and Lokmat. Following is the gender distinction analysis and interpretation of the information.

T 4 Gender Distinction of Respondents

Response Options	Sakal		Times of India		Pudhari		Lokmat	
	%	Freq	%	Freq	%	Freq	%	Freq
Male	57	114	64.9	137	68.7	138	60.4	139
Female	43	86	35.1	74	31.3	63	39.6	91
Total	100	200	100	211	100	201	100	230

Interpretation: From the above table it can be seen that 57% respondents for Sakal are Male and 43% are female,

For Times of India have 64.9% male and 35.1% female respondents,

Pudhari respondents include Male 68.7% and 31.3% female,

For Lokmat 60.4% of respondents are male and 39.6% are female.

C) Education Distinction of Respondents: Respondents for the study are asked to give their education details by selecting options Under Graduate, Graduate and Post Graduate. Respondents are the readers of four major newspapers in Pune region namely Sakal, Times of India, Pudhari and Lokmat. Following is the education distinction analysis and interpretation of the information.

T 5 Education Distinction of Respondents

Response Options	Sakal		Times of India		Pudhari		Lokmat	
	%	Freq	%	Freq	%	Freq	%	Freq
Under Graduate	27.5	55	21.33	45	29.5	59	38.26	88
Graduates	30.0	60	33.64	71	48.0	96	45.21	104
Post Graduate	42.5	85	45.02	95	22.5	45	16.52	38
Total	100	200	100	211	100	201	100	230

Interpretation:

- 1) **Under Graduate respondents:** For four newspapers under graduate respondents are Sakal 27.5%, Times of India 21.33%, Lokmat are 38.26% followed by Pudhari 29.5%.
- 2) **Graduate Respondents:** From the above table it can be seen that Graduate respondents for Sakal are 30%, Times of India 33.64%, Pudhari has 48% followed by Lokmat 45.21%.
- 3) **Post Graduate respondents:** Sakal have 42.5%, Times of India 45.02%, Pudhari respondents include 22.5% of Post Graduates and Lokmat has 16.52% of Post Graduate respondents.

Conclusion: From above interpretation it can be concluded that the four newspapers have more readers who are Graduates and Sakal and Times of India have highest number of Post Graduates as their readers.

D) Employment Distinction of Respondents: Respondents for the study are asked to give their employment details by selecting options Public Sector employee, Private Sector employee, Self-Employed and Unemployed. Respondents are the readers of four major newspapers in Pune region namely Sakal, Times of India, Pudhari and Lokmat. Following is the education distinction analysis and interpretation of the information.

T 6 Employment Distinction of Respondents

Response Options	Sakal		Times of India		Pudhari		Lokmat	
	%	Freq	%	Freq	%	Freq	%	Freq
Public sector Employees	20	40	15.2	32	7	14	14.8	34
Private Sector Employees	31	62	38.4	81	31.8	64	39.6	91
Self-Employed	19.5	39	25.6	54	23.4	47	26.5	61
Unemployed	29.5	59	20.9	44	37.3	75	19.1	44
Total	100	200	100	211	100	201	100	230

Interpretation:

- 1) **Public Sector Employees:** It can be seen that 20% Sakal, 15.2% Times of India 7% Pudhari and 14.8% Lokmat respondents are employed in Public sector.
- 2) **Private Sector Employees:** Times of India and Lokmat has got 38.4% & 39.6% readership from Private Sector employees, where Sakal and Pudhari are have 31% & 31.8% readership from Private sector employees.
- 3) **Self-Employed:** Lokmat and Times of India have 26.5% & 25.6% readers who are Self Employed, where are Sakal and Pudhari has 19.5% & 23.4% readers from

this section. Among all newspapers Sakal has got less readers who are self-employed.

- 4) **Unemployed:** Sakal&Pudhari are more read by Unemployed readers than other two newspapers.

Conclusion: From the above interpretation it can be concluded that Sakal and Times of India are read by all types of people, specially unemployed people prefer these newspapers more may be because they get good job information from their content.

- E) **Income Distinction of Respondents:** Respondents for the study are asked to select option to give information about their income group, the options are Below 5 lacs, 5-10 lacs, 10-15 lacs and 15 lacs and above. Respondents are the readers of four major newspapers in Pune region namely Sakal, Times of India, Pudhari and Lokmat. Following is the education distinction analysis and interpretation of the information

T 7 Income Distinction of Respondents

Response Options	Sakal		Times of India		Pudhari		Lokmat	
	%	Freq	%	Freq	%	Freq	%	Freq
Below 5 lacs	56.0	112	52.6	111	59.2	119	43.0	99
5-10 lacs	29.5	59	26.5	56	35.3	71	36.1	83
10-15 lacs	13.5	27	17.1	36	5.5	11	18.3	42
15 lacs & above	1.0	2	3.8	8	00	00	2.6	6
Total	100	200	100	211	100	201	100	230

Interpretation:

- 1) **Sakal:** 56% respondents are from income is less than 5 lacs, 29.5% are in the income group of 5-10 lacs, 13.5% respondents are in the income group 10-15 lacs. Only 1% readers who have their income above 15 lacs.
- 2) **Times of India:** Times of India has 52.6% respondents from income is below 5 lacs, 26.5% readers from income group of 5-10 lacs and 3.8% readers are from income group of above 15 lacs.
- 3) **Pudhari:** 59.2% repondents are below 5 lacs income group, 35.3% are between 5-10 lacs, 5.5% are in 10-15 lacs income group and there is no respondent in the income group above 15 lacs.
- 4) **Lomkat:** 43% respondents are in the income group below 5 lacs, 36.1% in 5-10 lacs, 18.3% 10-15 lacs and 2.6% in above 15 lacs income group.

Conclusion: From the above interpretation it can be concluded that almost all newspaper readers are from income group 5 lacs. It means every average income level person reads newspaper.

F) Region Distinction of Respondents: Respondents for the study are asked to select option to give information about the region they are living, the options are Rural, Semi Urban and Urban. Respondents are the readers of four major newspapers in Pune region namely Sakal, Times of India, Pudhari and Lokmat. Following is the education distinction analysis and interpretation of the information.

T 8 Region Distinction of Respondents

Response Options	Sakal		Times of India		Pudhari		Lokmat	
	%	Freq	%	Freq	%	Freq	%	Freq
Rural	11.0	22	5.2	11	21.4	43	12.2	28
Semi Urban	19.0	38	19.9	42	21.9	44	31.3	72
Urban	70	140	74.9	158	56.7	114	56.5	130
Total	100	200	100	211	100	201	100	230

Interpretation:

- 1) From the above table it is clear that 70% respondents of Sakal are from Urban, 19% are in Semi Urban and 11% live in Rural region.
- 2) Times of India respondents distinction is 74.9% Urban, 19.9% Semi Urban and 5.2% Rural region.
- 3) Pudhari has 56.7% respondents in Urban area , 21.9% Semi Urban region and 21.4% Rural
- 4) Lokmat respondents are 56.7% Urban region 31.3% Semi Urban and 12.2% rural.

Conclusion: From the above interpretation it is clear that Sakal, Pudhari and Lokmat have good number of readers from Rural region along with Urban and semi urban region. Where are Times of India covers maximum Urban and Semi Urban region.

VI) Findings and conclusion:

The data was collected from 842 respondents from Pune and PimpriChinchwad region. On the basis of close ended questionnaire information is gathered and is presented in cross tabulation format for the study.

1. From the data above it can be seen that Sakal 63%, Times of India 69.7%, 74.6% Pudhari&Lokmat 58.6% respondents are between age group of 20-39.
2. Sakal 57%, Time of India 64.9%, Pudhari 68.7% &Lokmat60.4% respondents for all four newspapers are male respondents.

3. The above analysis it can be seen that most of the respondents are Graduates followed by Post Graduates. Lokmat and Pudhari has good number of undergraduate respondents.
4. Most of the respondents for all four newspapers are working in Private sector followed by unemployed respondents. Unemployed respondents may cover old age people, people searching for job, house wives etc.
5. From the above analysis it can be concluded that most of the respondents are in the income group of below 5 lacs followed by income group of 5-10 lacs.
6. Majority of the respondents are from Urban region followed by Semi urban region. Times of India has less readership from Rural region.

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