A STUDY OF NEWSPAPER READERSHIP PATTERNS AMONG URBAN POPULATION OF PUNJAB

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ABSTRACT:

Newspapers have been a source of information to one and all from various years. However, with the proliferation of TV News Channels, Readers' choice of getting news and information has changed. The evolution of new media has expanded the horizons for news and information gatherers, the focus of this study is on identification of habits and preferences of Newspaper readers. This study has been conducted to identify the Newspaper readership patterns among urban population of Punjab. The study also identifies the Language preferences and time spent on reading newspaper by urban population of Punjab. Further, the study attempts to gain insight of the various reasons that motivates urban population to read the newspaper. This study has been conducted in 3 cities of Punjab (a prime state in India), a sample of 250 urban respondents were selected from the Jalandhar, Amritsar and Patiala cities. Some of the analysis techniques used includes Chi square and Factor analysis.

Keywords: Newspaper Reading Preferences, Readership Patterns, Factor analysis, Langauage preferences, category preferences, Reader survey

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INTRODUCTION:

A newspaper is a publication that is issued daily or weekly and includes local and international news stories, advertisements, announcements, opinions, cartoons, sports news and television listings etc. It is an important method to make the people aware of the latest happenings in their local area and around the world. Since last decade, the availability of news via 24-hour television channels and Internet posed an ongoing challenge to most newspapers. Paid circulation has seen a downward trend, while advertising revenue — which makes up the bulk of most newspapers' income — has been shifting from print to the new media, resulting in a general decline in profits. Newspaper publishers now a days emphasis mainly on how to sell as many copies as possible. Many newspapers around the world launched online editions to stay in the competition and to cater to their virtual audience. Newspaper readership is on continuous decline. Although online availability of newspapers has improved the readership of newspaper, but the print form of newspaper has seen a significant decline. According to Mark Choate, "Newspaper circulation is in decline, but if you combine readership between the print and online version of a newspaper you'll find that net readership has increased. Despite this, there is a widespread perception that the decline in print newspaper circulation represents a shrinking market for local news."

REVIEW OF LITERATURE:

Amankwah, Adwoa Sikayena (2010) in their study of the newspaper readership habits of the residents of the Adenta SSNIT Flats, Adenta, Accra accessed newspapers readers by examining particular newspapers they read as well as the subject items that they considered most important in a newspaper and so read first. It also looked at the factors that influenced newspaper reading as well as which newspapers respondents considered credible and those they regarded as not credible. Credibility was matched against the level of readership of the selected newspapers to determine whether there was a correlation between the two variables. The results indicate that most respondents bought the newspapers they read or accessed them through supplies at work, from public libraries, universities and colleges, co-tenant and friends because primarily, they considered them informative and credible sources of information. It was obvious from the study that respondent buy more of newspapers they consider credible and less of those considered not credible. The study also discovered that physical features such as headlines, well written stories as

well as even newspaper review programmes boosted newspaper reading. Demographic variables such as education, gender and age were noted to influence respondents' newspaper reading habits.According to the NBT survey (2009) —with a sample of over 311,431 literate youth (102,021 rural and 209,410 urban) covering 432 villages in 207 districts as rural and 753 urban blocks in 199 towns as urban— India's youth population grew at over 2% to 459 million in 2009 from 390 million in the 2001 census, while the literate youth population grew at a more rapid 2.5% to 333 million from 273 million. Growth was faster in urban India (3.15% a year) than in rural India (2.11%) 77% of the 333 million literate, or 259 million, youth are exposed to TV. However, newspapers too are able to maintain their dominance, with over half (53%) of all literate youth, or 177 million, exposed to them. **Mahmood, Malik Tariq (2009)** in their study investigated the different patterns of academicians' of print media. Information obtained by using a wide variety of both informal and formal sources; i.e. human sources, internet and Mass Media. Keeping in view its nature and requirement to explore and examine news-seeking patterns of academicians of AIOU by newspapers. The news-seeking patterns studied with respect to the selected aspects, namely; educational development, national and international affairs, politics, as well as articles and editorials in relation to the selected variables of gender, age, and qualification under the following hypothesis: The academicians are more interested in the news related; national and International affairs, economics, politics and education with relation of development and some how sports sector. Considering the latest global developments in news provision by the newspapers and the recent increased focus on this region, AIOU has momentous responsibility and a latent opportunity to improve its academician's newspaper reading interest. In the **Pew Research Center's news media consumption survey (2008)** found that 39% said they read a newspaper - either print or online - down from 43% in 2006. The proportion reporting that they read just the print version of a newspaper fell by roughly a quarter, from 34% to 25% over the two-year period. Overall newspaper readership declined in spite of an increase in the number of people reading online newspapers: 14% of Americans said they read a newspaper online yesterday, up from 9% in 2006. This includes those who said they read only a newspaper online (9% in 2008), as well as those who said they read both print and Web versions of a newspaper (5%). These numbers may not include the number of people who read content produced by newspapers, but accessed through aggregation sites or portals such as Google or Yahoo. **Robinson (1990)** states that the decline in newspaper reading stands in marked contrast to an

overall increase in free time and to the increase in the public's overall use of mass media. College students are part of the elusive 18- to 34-year-old demographic segment that is the least likely to read a daily newspaper and that newspaper publishers have sought for years to attract. Often electronic media are blamed for the decrease in print use. Newspapers have been experiencing declining circulation figures and advertising revenues for several years. Declining advertising figures, in particular, pose a threat to newspapers – this is especially severe in the U.S. where 73% of newspapers' revenues are generated through advertising. Many companies have expanded their advertising expenditures to online. Consequently, there are concerns about online advertising substituting newspaper advertising – much the same as has long been feared with regard to readership. Both possible effects might pose a threat to the continuing existence of (print) newspapers. However, though the internet – compared to newspapers – offers a variety of advantages for advertising companies, substitution tendencies cannot be generalized.

RESEARCH OBJECTIVES:

The study has been conducted to identify the Newspaper readership patterns among urban population of Punjab. The specific objectives of the study are:

- To identify the Language preferences and time spent on reading newspaper by urban population of Punjab.
- To identify the various reasons for reading the newspaper by urban respondents.
- To gain an insight into the categories of pages being preferred and ranking of various newspaper by urban population of Punjab.

DATA BASE AND METHODOLOGY:

This study has been conducted in 3 cities of Punjab (a prime state in India), a sample of urban respondents were selected from the Jalandhar, Amritsar and Patiala. An effort had been made to select the respondents evenly. The survey was carried out on 300 respondents. However, 44 Questionnaires were found to be incorrect or irrelevant, so a total of 50 questionnaires were

deliberately rejected. Hence, the study sample was reduced to 250 respondents. The data was collected personally (and via emails) in the months of December 2010 to June 2011.

Around 56.8% of the respondents were in the middle age group of 26 to 45 years; with 23.2% less than 26 years and 20.0% of respondents were above 45 years of age (Table 9). Of the total respondents 65.6% were male and only 34.4% were females. Most of the selected respondents were well educated with 81% being either graduate or post graduate, only 17% of the respondents were undergraduates. As expected most of the urban people being well educated were into good paying jobs with 65.2% of them having monthly income in the range of Rs.10,000 to Rs.30,000 around 15.6% of the respondents earn less then Rs.10,000 per month and around 14% have monthly income more than Rs.30,000. For the purpose of research convenience sampling technique was used. The questionnaire comprised of a rank question, close-ended questions, a 5 point likert scale questions. The data collected through questionnaires was coded and tabulated keeping in context with the objective of the study. It was further suitably analyzed by calculating percentages, frequencies and Cross-tabulation techniques.The data was analyzed using SPSS throughout the study.

DATA ANALYSIS AND INTERPRETATION:

Language preference of urban respondents for Newspapers

The respondents were asked about their preferred language for Newspaper and responses were collected and analysed. For coding and analysis purposes the responses were collected on 4 pointer scale of 'English only', 'Hindi only', 'Punjabi only', 'More than one language' with weightages of 4,3,2 and 1 respectively. It can be seen from table 1 that most of the respondents prefer Hindi Newspaper(37.2%) followed by Punjabi Newspaper(31.2%). The English dailies were read by 16.4% of the respondents and 15.2% of the respondents read more than one language newspaper.

Gender wise analysis in Table 1 indicates that there is no signficant difference in the Language preference of the newspaper between Males and Females. Although a difference was seen as males mostly prefered(39.0%) to read punjabi newspaper and females mostly prefered(48.8) to read Hindi newspapers, however the preferences for english and more than one language refelects similar trends henceforth averaging out the differential impact of the above. This was also

confirmed by t-value (0.66), which shows no significant difference among males and females with respect to mean values for language preferences.

Age wise analysis in Table 1 indicates the differential trend across all the age groups for langauge preferences.29.3% of respondents in age group 18-26 read english newspapers,30.4% of the respondents in age group 26-35 prefer to read Hindi newspaper,53.4% of the respondents in age group 36-45 also prefered to read Hindi newspaper.However, above 45 age group respondents mostly prefered(84.0%) to read Punjabi newspaper. It was seen that Youngsters prefered English newspapers, the middle age group prefered Hindi newspaper and older persons prefer Punjabi newspapers. The F-ratio (1.04) also confirmed that average mean scores of language preferences of reading newspaper for different age groups differ significantly.

The education wise analysis shows that Hindi newspaper was prefered by most of the Under graduates (44.1%) and graduates(45.1%) while most of the post graduates(34.6%) prefer to read more than one langauge newspaper. The F-ratio (0.23) shows that average mean scores of language preference for different education groups do not differ significantly.

The income wise analysis has F-ratio of 0.34 which shows no significant difference of average mean scores of langauge preferences for different income groups. Most of the respondents in various income groups prefer to read Hindi newspapers.

Table 1: Language preference of urban respondents for Newspapers

Respondents	Read English Newspaper Only	Read Hindi Newspaper Only	Read Punjabi Newspaper only	Read More than one Language newspaper	Total	Mean
GENDER						
Male	24(14.6)	51(31.0)	64(39.0)	25(15.2)	164	2.11
Female	17(19.7)	42(48.8)	14(16.2)	13(15.1)	86	2.69
Overall	41(16.4)	93(37.2)	78(31.2)	38(15.2)	**250**	**2.53**
t-value = 0.66 (Not significant)						
AGE						
18-26	17(29.3)	06(10.3)	02(3.4)	16(27.5)	58	2.98
26-35	05(7.2)	21(30.4)	11(15.9)	10(14.4)	69	2.67
36-45	13(17.8)	39(53.4)	23(31.5)	11(15.0)	73	2.24
45 and above	06(12.0)	27(54.0)	42(84.0)	01(2.0)	50	2.12
Overall	41(16.4)	93(37.2)	78(31.2)	38(15.2)	**250**	**2.53**

F-ratio = 1.04 (at 1% significance level)					
EDUCATION					
Under Graduate	11(25.5)	19(44.1)	12(27.9)	01(2.3)	43	3.01
Graduate	16(12.9)	56(45.1)	42(33.8)	10(8.0)	124	2.92
Post Graduate	13(16.6)	15(19.2)	23(29.4)	27(34.6)	78	1.89
Any other	01(20.0)	03(60.0)	01(20.0)	00(0.0)	5	3.03
Overall	**41(16.4)**	**93(37.2)**	**78(31.2)**	**38(15.2)**	**250**	**2.53**
F-ratio = 0.23 (Not significant)					
INCOME					
Under 10,000	09(23.0)	14(35.8)	10(25.6)	06(15.3)	39	3.05
10,000-20,000	11(14.1)	32(41.0)	27(34.6)	08(10.2)	78	2.71
20,000-30,000	12(14.1)	23(27.0)	31(36.4)	19(22.3)	85	2.45
Above 30,000	09(25.7)	17(48.5)	05(14.2)	04(11.4)	35	2.96
Not Employed	00(0.0)	07(53.8)	05(38.4)	01(7.6)	13	2.87
Overall	**41(16.4)**	**93(37.2)**	**78(31.2)**	**38(15.2)**	**250**	**2.53**
F-ratio = 0.34* (Not significant)					

Time spent on Reading Newspaper

Regarding the time spent on reading newspaper by the urban respondents, it was seen that most of the respondents(36.4%) read newspaper for less than 15 minutes in a day.About 35.2% of the respondents spend 15-20 minutes in reading newspaper and 18.0% of the respondents spend 20-30 minutes. Only 10.4% of the total respondents spend more than 1 hour in reading newspaper.

It can be seen from Table 2 that males usually spend more time in reading newspaper than females, although the averages shows only a marginal difference. The chi-square value of 8.78 at 5% significance level also reveals significance association between gender and duration of reading newspaper. The chi-square test was only applied after clubbing the 'less than 15 minutes' category with '15-20 minutes' and '20-30 minutes' category with 'more than 1 hour' category.

The age wise analysis shows that most of the respondents (53.4%) with age group 18-26 years and about 40.5% of the respondents with age group 26-35 years spend 15-20 minutes in reading the newspaper. It was seen that most of the respondents with age group above 45 years spend more than 1 hour in reading newspaper. This shows that as age increases the respondents begin to

spend more time in reading newspaper. This can be explained by the fact that older person due to thier less participation in other household activities prefer to read full newspaper article. The chi-square value of 5.24 at 5% significance level confirms that when respondents get older they spend more time in reading newspaper. It was seen (Table 2) that no association is found between the education level of the respondents and the time of reading newspaper, it was confirmed by the chi-square value of 2.56 at 5% significance level. Income level analysis reflects that 41.0% of respondents with income less than Rs.10,000 read newspaper for 15-20 minutes,34.6% of respondents with income Rs.10,000-Rs.20,000 read newspaper for 20-30 minutes, 45.8% of respondents with income Rs.20,000-Rs.30,000 read newspaper for 15-20 minutes and 62.8% of respondents with income more than Rs.30,000 read newspaper for less than 15 minutes.The chi-square value of 1.53 also confirms that there is no significant association between income levels and time spend on reading newspaper by the respondents.

Table 2 : Time spent on Reading Newspaper

Respondents	Less than 15 Minutes	15-20 Minutes	20-30 Minutes	More than 1 Hour	Total
GENDER					
Male	59(35.9)	68(41.4)	22(13.4)	15(9.1)	164
Female	32(37.2)	20(23.2)	23(26.7)	11(12.7)	86
Overall	91(36.4)	88(35.2)	45(18.0)	26(10.4)	250
Chi Square = 8.78 (at 5% significance level and clubbing first 2 and last 2 categories)					
AGE					
18-26	19(32.7)	31(53.4)	06(10.3)	02(3.4)	58
26-35	25(36.2)	28(40.5)	11(15.9)	05(7.2)	69
36-45	33(45.2)	19(26.0)	17(23.2)	04(5.4)	73
45 and above	14(28.0)	10(20.0)	11(22.0)	15(30.0)	50
Overall	91(36.4)	88(35.2)	45(18.0)	26(10.4)	250
Chi Square = 5.24 (at 5% significance level)					
EDUCATION					
Under Graduate	13(30.2)	15(34.8)	08(18.6)	07(16.2)	43
Graduate	46(37.0)	41(33.0)	23(18.5)	14(11.2)	124
Post Graduate	31(39.7)	29(37.1)	13(16.6)	05(6.4)	78
Any other	01(20.0)	03(60.0)	01(20.0)	00(0.0)	5

Overall	91(36.4)	88(35.2)	45(18.0)	26(10.4)	250
Chi Square = 2.56 (at 5% significance level)					
INCOME					
Under 10,000	11(28.2)	16(41.0)	08(20.5)	04(10.2)	39
10,000-20,000	17(21.7)	20(25.6)	27(34.6)	14(17.9)	78
20,000-30,000	29(34.1)	39(45.8)	10(11.7)	07(8.0)	85
Above 30,000	22(62.8)	12(34.2)	00(0.0)	01(2.8)	35
Not employed	12(92.3)	01(7.6)	00(0.0)	00(0.0)	13
Overall	91(36.4)	88(35.2)	45(18.0)	26(10.4)	250
Chi Square =1.53 (at 5 % significance level)					

Reasons for reading newspaper

The factor analysis was applied on the responses provided by respondents. Factor analysis is a good way of identifying latent or underlying factors from an array of seemingly important variables. In a more general way, factor analysis is a set of techniques, which, by analyzing correlations between variables, reduces their number into fewer factors, which explain much of the original data, more economically.(Malhotra,2002). In the present study, the factor analysis was applied in order to identify the various reasons for reading newspaper by urban respondents of Punjab,the responses obtain were put to factor analysis and the result so obtain were subject to Kaiser- Meyer- Olkin (KMO) measure of sampling adequacy and Bartlett's Test of Sphericity. The approximate chi-square value is 840.981 with df 170, which is significant at 0.001 level.(Table 4).The value of KMO statistics (0.913) is also large (> 0.5). Hence, all factors are not considered equally important for reading newspaper. An eigen value represents the amount of various associated with the factors. From table 4, it is evident that the first three variables represent the 77.121 % of variance. Therefore, only these three factors with the variance greater than 1.0 are retained and the other factors are not included in the model. Thus, from eigen values in table 4, we extract only 3 factors from the 14 variables.

Table 3: KMO and Bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.913
Bartlett's Test of Sphericity	Approx. Chi-Square	840.981
	Degree of Freedom	170
	Significance	.001

Table 4: Total Variance explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative e %
1	4.320	28.210	28.210	4.320	28.210	28.210	4.320	28.210	28.210
2	3.443	25.390	53.600	3.443	25.390	53.600	3.443	25.390	53.600
3	2.451	23.521	77.121	2.451	23.521	77.121	2.451	23.521	77.121
4	0.915	6.156	83.277						
5	0.832	5.128	88.405						
6	0.801	4.130	92.535						
7	0.780	3.001	95.536						
8	0.611	1.902	97.438						
9	0.592	0.910	98.348						
10	0.415	0.613	98.961						
11	0.339	0.478	99.439						
12	0.291	0.390	99.829						
13	0.230	0.170	99.999						
14	0.140	0.001	100.00						

Extraction Method: Principal Component Analysis

Factor loadings are simple correlations between the variables and factors. The most commonly used method is the Varimax rotation procedure. This is an orthogonal method of rotation that

minimizes the number of variables with high loadings of a factor, thereby enhancing the interpretability of the factors. Orthogonal rotations results in factors that are uncorrelated.

Table 5 :Rotated Component Matrix

S.No.	Statements	Component 1	2	3
1	Reading Newspaper is a regular part of my day.	.467	**.746**	.557
2	I read newspaper to get information on business issues.	**.728**	.532	.459
3	I read newspaper to share the information with my friends.	**.691**	.533	.583
4	I generally read newspaper while dining.	.548	**.690**	.461
5	Pictures make a strong impact on me and draw my attention and make me want to read more.	.426	.535	**.636**
6	Front-page stories usually interest me most.	.316	.435	**.516**
7	I like to read the newspaper and have a meal or snack at the same time.	**.589**	.433	.361
8	Reading newspaper helps my daily business issues.	**.499**	.338	.372
9	I am attracted by the cinema related gossips and news.	.264	.340	**.478**
10	The newspaper gives me different points of view. It makes me to be accurate, fair and balanced.	**.632**	.459	.412
11	Newspaper is a good source of Entertainment for me.	.291	.329	**.381**
12	I'm so addicted to newspaper that i cannot stop myself reading it	.439	**.550**	.234
13	I look for latest movie reviews and bollywood happenings in the newspaper.	.367	.430	**.478**
14	I read newspaper to know about my city news.	**.356**	.240	.303

Principal Component Analysis under the rotation method (Varimax with Kaiser Normalization), rotation converged in 21 iterations. The following three components (Table 6) may be extracted:

Component 1: Factor 2,3,7,8,10,14 **(Source of Information)**

Component 2:Factor 1,4,12 **(Habitual Exercise)**

Component 3:Factor 5,6,9,11,13 **(Source of Entertainment)**

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The rotated component matrix suggests presence of the Three interrelated factors.

Table 6: Naming of Factors

Factor No.	Name of Dimension	Item No.	Variables	Factor loading
F1	**Source of Information**	2	I read newspaper to get information on business issues.	**.728**
		3	I read newspaper to share the information with my friends	**.691**
		7	I like to read the newspaper and have a meal or snack at the same time	**.589**
		8	Reading newspaper helps my daily business issues.	**.499**
		10	The newspaper gives me different points of view. It makes me to be accurate, fair and balanced.	**.632**
		14	I read newspaper to know about my city news.	**.356**
F2	**Habitual Exercise**	1	Reading Newspaper is a regular part of my day.	**.746**
		4	I generally read newspaper while dining.	**.690**
		12	I'm so addicted to newspaper that i cannot stop myself reading it	**.550**
F3	**Source of Entertainment**	5	Pictures make a strong impact on me and draw my attention and make me want to read more.	**.636**
		6	Front-page stories usually interest me most.	**.516**
		9	I am attracted by the cinema related gossips and news.	**.478**
		11	Newspaper is a good source of Entertainment for me.	**.381**
		13	I look for latest movie reviews and bollywood happenings in the newspaper.	**.478**

Source of Information: It is the most significant factor with 28.210 percent of total variance explained. This explains the fact that after television, newspaper is still seen as a good source of information.The urban people still find that the detail news of their city can only be known

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through newspaper city editions. It is evident that clutter of various news channels on television gives people a hint of the news, which they prefer to read in detail in Newspaper at their ease.

Habitual Exercise: It is the second most significant factor with 25.390 percent of total variance explained. Reading newspaper with bed tea is still the first activity in the morning for many urban people. Some of the respondents have developed it as a habit of reading newspaper and eating side by side. Many of the older person cannot live a day without looking at the day's newspaper. Newspaper has deeply rooted itself into the day to day activities of many urban families that a day seems incomplete without reading the newspaper.

Source of Entertainment: It is the third most significant factor with 23.521 percent of total variance explained. As compared with television, internet and radio, the newspaper looks to be a boring source of entertainment but the newspaper publishers have been working hard to portray interesting content into their columns to increase and attract more readership. The bollywood news, gossips, cricket analysis, television show ratings, book reviews, stories, cartoons, Sunday editions etc are proven to be a good source of entertainment for many households.

Preferences for different categories of Newspaper pages

The respondents were asked to express their preferences with respect to various category of newspaper pages. Seven type of page choices were given to respondent to choose from.Overall there were three choices (I,II and III) for ranking preferences for newspaper pages. The weighted average score of preferences were computed by allocating weights of 3,2 and 1 to 1st Preference, 2nd Preference and 3rd Preference respectively. The Sports page with weighted average score(WAS) of 2.41 was rated as Number 1 by respondents, followed by City news with WAS=2.30 at Number 2 and Supplement with WAS=2.22 at Number 3. The pages least prefered by respondents were Editorial page at Number 7 with lowest WAS=1.42 and Classifieds at Number 6 with WAS=1.58.

Table 7: Preferences for different pages/news

Page/News	Preferences			Weighted Average Score (WAS)	Overall Preferences
	1	2	3		
Main Page	112(44.8)	76(30.4)	62(24.8)	2.20	**IV**
Business Page	64(25.6)	89(35.6)	97(38.8)	1.86	**V**

Sports Page	145(58.0)	63(25.2)	42(16.8)	2.41	**I**
City News	136(54.4)	55(22.0)	59(23.6)	2.30	**II**
Classifieds	39(15.6)	67(26.8)	144(57.6)	1.58	**VI**
Supplement	98(39.2)	110(44.0)	42(16.8)	2.22	**III**
Editorial Page	31(12.4)	45(18.0)	174(69.6)	1.42	**VII**

Ranking of various leading newspaper

The respondents were asked to rank the newspaper of their choice. They were given a mix of Hindi, English and Punjabi newspapers and asked to rate irrespective of the language. It is evident from table 8 that Punjab Kesri is rated as Number 1 by most of the respondents followed by The Tribune rated as Number 2 and Dainik Jagran & Times of India jointly at Number 3. Jagbani and Hindustan Times were rated jointly at Number 4. Ajit was rated at Number 5 and Dainik Bhaskar was rated at last at Number 6.

Table 8: Ranking by respondents of various Leading Newspapers

S.No.	Rank\Newspaper	1	2	3	4	5	6	7	8	9	10	Mode
1	The Tribune	43	57	22	16	28	31	18	17	11	07	**2**
2	Times of India	24	19	47	34	29	33	41	11	05	07	**3**
3	Hindustan Times	35	13	21	49	14	16	22	20	16	44	**4**
4	Ajit	49	15	24	17	54	24	32	14	19	02	**5**
5	Jagbani	42	09	11	53	22	33	14	18	29	19	**4**
6	Dainik Jagran	51	16	58	14	24	13	26	19	14	15	**3**
7	Dainik Bhaskar	46	23	21	09	12	65	14	26	19	15	**6**
8	Punjab Kesri	55	42	31	13	18	23	15	21	05	27	**1**

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CONCLUSION:

The findings of the study reveals that most of the respondents prefer to read Hindi Newspaper followed by Punjabi Newspaper. It can be further concluded from the study that there is no signficant difference in language preferences between Males and Females, as shown by t-values. Age wise analysis reveals that Youngsters prefered English newspapers, the middle age group prefered Hindi newspaper and older persons prefer Punjabi newspapers. The education wise analysis shows that Hindi newspaper was prefered by most of the Under graduates and graduates while most of the post graduates prefer to read more than one langauge newspaper. The income wise analysis shows no significant difference of average mean scores of langauge preferences for different income groups. Most of the respondents in various income groups prefer to read Hindi newspapers.

The study also highlights the various reasons for urban population of punjab to read newspaper, mainly three factors emerged as most significant which includes,Source of Information, Habitual Exercise and Source of Entertainment.It can be concluded that that after television, newspaper is still seen as a good source of information.The urban people still find that the detail news of their city can only be known through newspaper city editions. Reading newspaper with bed tea is still the first activity in the morning for many urban people. Some of the respondents have developed it as a habit of reading newspaper and eating side by side. Many of the older person cannot live a day without looking at the day's newspaper. Newspaper has deeply rooted itself into the day to day activities of many urban families that a day seems incomplete without reading the newspaper. As compared with television, internet and radio, the newspaper looks to be a boring source of entertainment but the newspaper publishers have been working hard to portray interesting content into their columns to increase and attract more readership.

The study also revealed the page preferences of the urban population of Punjab. The Sports page was rated as Number 1 by respondents, followed by City news at Number 2 and Supplement Number 3. The pages least prefered by respondents were Editorial page at Number 7 and Classifieds at Number 6. Also, the ranking of various leading newspapers were asked from the respondents and results revealed that Punjab Kesri is rated as Number 1 by most of the respondents followed by The Tribune rated as Number 2 and Dainik Jagran & Times of India jointly at Number 3. The study can prove helpfull for Marketers and advertisers to identify the best-fit slot for putting their advertisement on various Newspapers. In addition, Marketers

according to their target segments can advertise their products on those Newspaper and pages, which their audience prefers to read.

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APPENDIX

Table 9: Demographic profile of urban respondents

Demographics	No. of Respondents	Percentage of Respondents
Age:		
18-26	58	23.2
26-35	69	27.6
36-45	73	29.2
45 and above	50	20.0
Total	250	100
Gender:		
Female	86	34.4
Male	164	65.6
Total	250	100
Education:		
Under Graduate	43	17.2
Graduate	124	49.6
Post Graduate	78	31.2
Any Other	5	2.0
Total	250	100
Monthly Income:		
Under Rs.10000	39	15.6
Rs.10000-Rs.20000	78	31.2
Rs.20000-Rs.30000	85	34.0
More than Rs.30000	35	14.0
Not Employed	13	5.2
Total	250	100