IMRB

Aurangabad Report

The
Divya Marathi
Advantage

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The twin-contact subscription scheme launched by Divya Marathi in Aurangabad, has been a huge success

Highlights of the IMRB Aurangabad Readership Survey*

- Within two months of an extremely successful launch, Divya Marathi is now read by more than 4 Lakh people in Aurangabad. This is 41% of the City's population.

- Divya Marathi has 25% more people reading the newspaper every day, compared to any other newspaper in the City.

- Aurangabad's newest newspaper is also read by 87% more SEC A readers every day, compared to any other newspaper.

- Divya Marathi has also attracted the city's young adults and is read by 28% more people in the Age-group 15-34, compared to any other newspaper.

- 65% of Divya Marathi readers have stopped reading other newspapers.

- 84% of Divya Marathi readers state that the new newspaper has met or exceeded all their expectations.

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*This study was prepared for DB Corp Ltd, by IMRB International Media & Panel Group.

Research Context

- Divya Marathi launched its first edition in Aurangabad on 29th May, 2011

- With a hugely successful launch there was a need to evaluate the changing dynamics within this print market

- This study aimed to estimate the readership of Divya Marathi in Aurangabad along with conducting a basic content diagnostics study to generate reader responses and insights

Universe & Sample Size

- Universe for the survey - All individuals aged 12 years+ in Aurangabad

- The survey represents the total urban population for this city

- The sample of 771 respondents achieved through random sampling methodology for the purpose of readership estimation

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Research Methodology

- A random sampling methodology was employed for the purpose of readership estimation

- Starting addresses were randomly selected and households were contacted using the **Right Hand Rule (RHR)**

- After contacting a household a 'Kish' selection chart was administered to identify the respondent for administering the main questionnaire

- Readership was captured using the **Recent Reading Method** with **Masthead Exposure**

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Language Profile

Languages	Mother Tongue	Read with Understanding
Marathi	93	77
Hindi	4	71
Urdu	2	2
English	1	39
Gujarati	0	2

Figs in %   Base: All Respondents

- Marathi is the main language

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Readership Counts

Publications	Ever Read	Total Readership	AIR
Lokmat	718	344	273
Daily Sakal	569	89	65
Divya Marathi	559	405	342
Punya Nagari	454	45	25
Saamana	311	9	7

- Despite a highest number of people having Ever Read Lokmat it is sidelined on Total Readership and AIR by the new frontrunner, Divya Marathi

Figs in projected counts in '000s   Base: All (Projected: 9,82,000)

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AIR – Demographic Break Up Readership Counts

Publications	Total	Gender		SEC				Age Group (Years)					
		Male	Female	SEC A	SEC B	SEC C	SEC D/E	12-14	15-19	20-24	25-34	35-44	45+
Divya Marathi	342	180	162	28	58	122	134	24	77	39	105	41	56
Lokmat	273	134	139	15	39	78	140	22	47	37	88	34	44
Daily Sakal	65	44	21	4	8	14	39	20	11	6	12	9	7
Punya Nagari	25	15	10	1	1	4	18	2	6	4	9	0	3
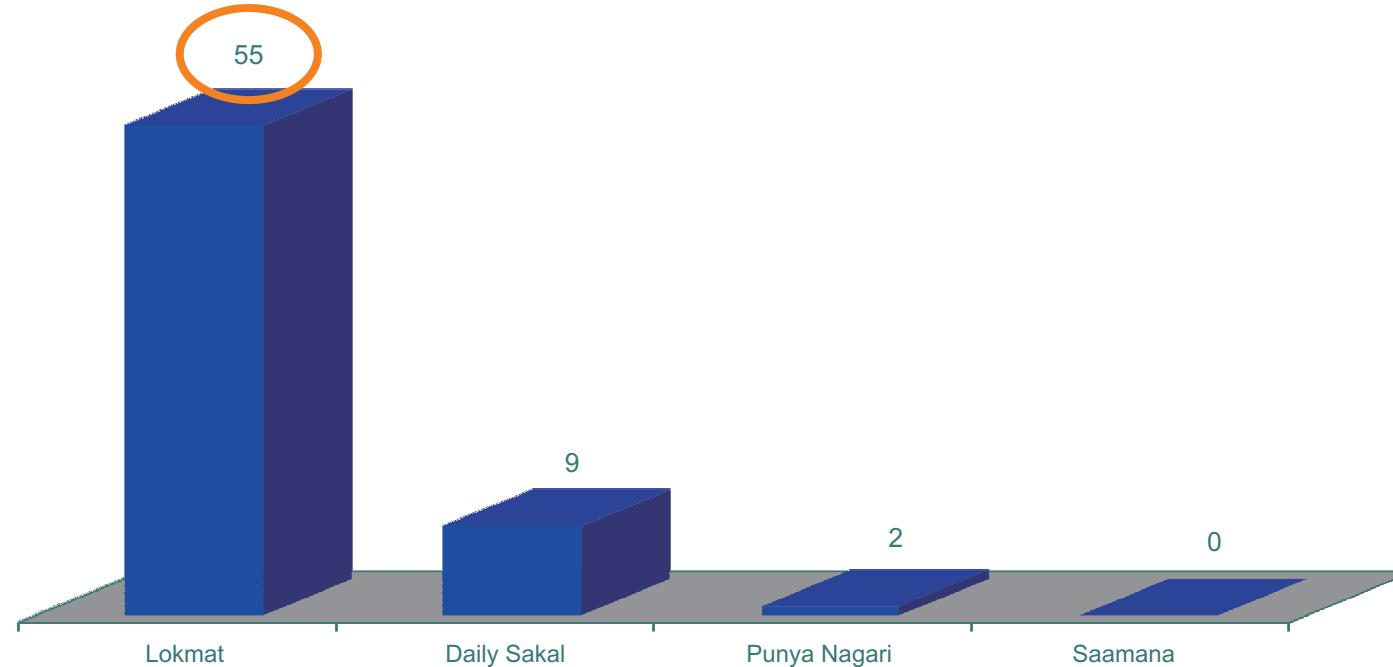
Figs in projected counts in '000s   Base: All (Projected: 9,82,000)

- More than 60% of Divya Marathi are from SEC A/B/C
- While more than half of Lokmat readers are from SEC D/E

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What were you reading before Divya Marathi that you have stopped reading now?

55	9	2	0
Lokmat	Daily Sakal	Punya Nagari	Saamana

- Divya Marathi gains largely from Lokmat
- However 34% of readers of Divya Marathi have not stopped reading any other publication

Figs in %   Base: All Respondents who have read or looked at Divya Marathi, yesterday

Average Time Spent per day

Newspaper	Average time spent on a weekday (mins)	Average time spent on a weekend/holiday (mins)
Divya Marathi	28	30
Lokmat	28	29
Daily Sakal	28	28
Punya Nagari	24	19

Figs in %   Base: All Respondents who have ever read or looked at that particular publication in the past one week

Readers spend as much time reading through Divya Marathi as they spend on the other leading dailies
Divya Marathi establishing itself as a mainstream publication, gathering as much time spent reading as other dailies in Aurangabad

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Extent of Reading

| Statements	Divya Marathi	Lokmat	Daily Sakal	Punya Nagari
Read the headlines and glance the whole newspaper	20	13	9	12
Read the front page and some specific sections	13	13	23	15
Go straight to specific sections	10	13	12	3
Go through the headlines and read what I think is interesting	22	23	34	43
Read most of the newspaper sections, leaving very few pages	12	10	3	1
Read the entire newspaper completely	23	29	19	25
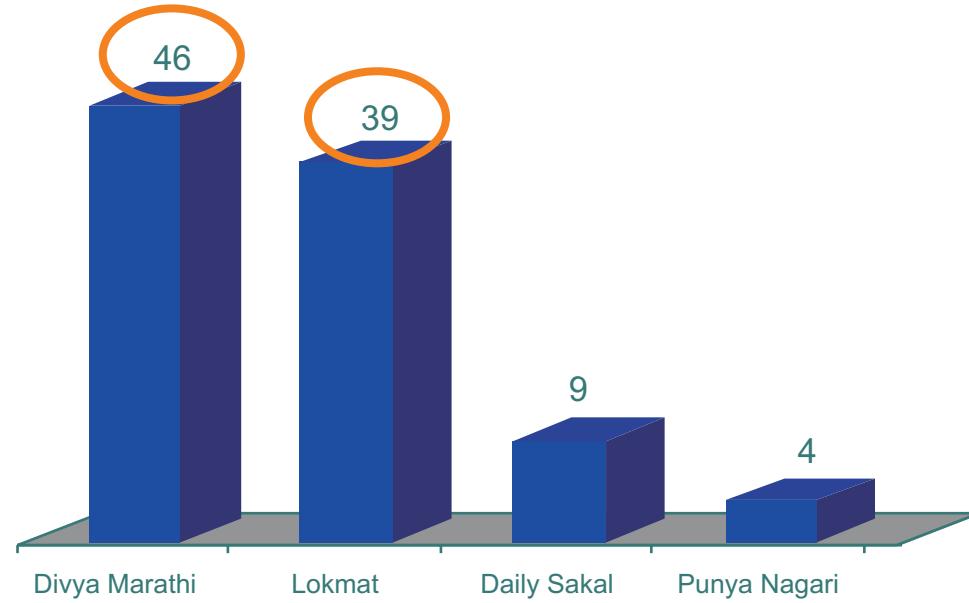
Figs in %   Base: All Respondents who have ever read or looked at that particular publication in the past one week

- Majority of Divya Marathi readers read the entire newspaper or go through headlines and read what they find interesting. 23% of all Divya Marathi readers read the entire newspaper

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Divya Marathi	46
Lokmat	39
Daily Sakal	9
Punya Nagari	4
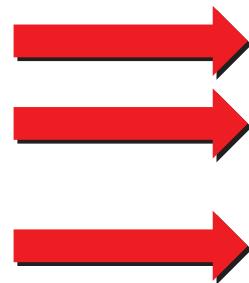
- Overall, Divya Marathi is the first picked up newspaper among readers in Aurangabad, closely followed by Lokmat. Daily Sakal is a distant third.

Figs in %   Base: All Respondents who have ever read or looked at that particular publication in the past one week

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Reasons for First Pick up Competitive Analysis

Differentiating Factors	Divya Marathi	Lokmat	Daily Sakal
Supplements	Y	Y	-
Village information	-	-	Y
Job & education related news	-	-	Y
Good city / local news	Y	Y	-
News about serials	-	-	Y
Sports	Y	-	-
Economical pricing & schemes	Y	-	-
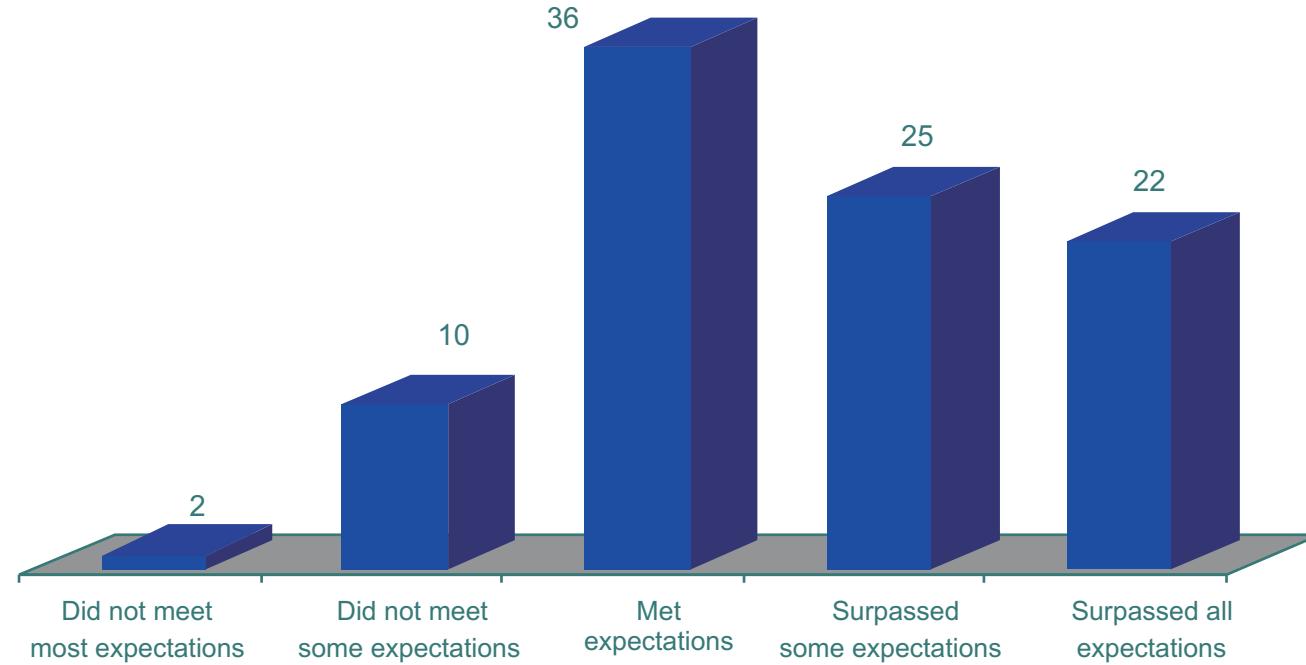
- Divya Marathi has a number of differentiating factors such supplements, city/ local news & sports related news and economical pricing and schemes
- Daily Sakal occupying a different space with village information, news about serials and education and job related news
- Lokmat with fewer differentiating factors is often cited as the oldest newspaper with 'habit' being the key factor

Base: All Respondents who have ever read or looked at that particular publication in the past one week

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Has Divya Marathi met
its readers' expectations?

2	10	36	25	22
Did not meet most expectations	Did not meet some expectations	Met expectations	Surpassed some expectations	Surpassed all expectations

- Largely Divya Marathi has met expecations
- Has exceeded the expectations of almost half of its readers

Figs in %   Base: All Respondents who have ever read or looked at Divya Marathi in the past one week

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