

A ROADMAP TO INCREASE READERSHIP

Helping a leading regional newspaper brand revamp its product in order to connect with its audiences better

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1. BACKGROUND

From time to time, publishers are faced with the challenge of maintaining their brand as credible information and premier advertising media. They achieve this by devising ways and means of establishing a better connect with the reading population thereby increasing circulation and readership.

Kerala, a small state in the southern part of India, which has one of the highest literacy rates in India and the highest newspaper readership, was witnessing fierce competition with Malayalam newspapers trying to wean readers and advertisers from each other. The sponsor of this research, a leading publishing house in Kerala, had a few concerns regarding its flagship brand, the second largest daily in the Kerala market.

Over the years the brand had been growing steadily but hadn't managed to overtake the main competitor. Also there were other competing newspapers in Kerala, which had their own loyal set of readers thanks to their political leanings or certain pockets of influence. Besides, there was a distinct noticeable trend of growth in readership of English newspapers especially among the youth audience.

In this changing environment, the challenge faced by the Client newspaper brand was to bring about a quantum growth in circulation and readership and thereby bridge the gap between itself and the main competition. To achieve the same, the Client newspaper brand was looking at bringing about editorial content and format changes in its brand, which would bring the brand in closer sync with its target audience and thereby boost readership.

Moreover the Kerala society was also undergoing a distinct transformation and the Client wanted to understand the changing mindset of the readers and hence devise strategies on how to engage the readers better, especially those of the new generation.

To address the above issues, a research study was conceptualized with the following objectives:

Product Diagnostics:

In terms of

- ✓ Editorial content development, satisfaction levels with existing content, the need gaps
- ✓ Format features, look and feel
- ✓ Brand image and perception in the reader's mind space

Audience Segmentation:

- ✓ Understanding the readers better
- ✓ Profiling and segmenting them by demographics, psychographics, attitudinal, lifestyle
- ✓ Identifying the possible emerging trends among readers

2. THE IMRB APPROACH

The Research Methodology adopted to answer the above issues was a multi-stage approach with each stage feeding into the next. The three distinct stages were as follows:

- ✓ **Phase 1:** Exploratory Desk Research
- ✓ **Phase 2:** Exploratory Qualitative Module
- ✓ **Phase 3:** Large Scale Quantitative Module

2.1 Phase 1: Exploratory Desk Research

This phase was incorporated in the research process to obtain insights into qualitative factors (other than demographics e.g. culture, language, psychographics and so on), which have an impact on newspaper readership.

A review of existing literature and mining of the information available from large-scale databases such as Target Group Index (TGI) were carried out to obtain insights into factors, which influence newspaper readership.

Thus this phase of the research methodology provided us with

- ✓ Reader's attitudes, behaviour & perceptions regarding the print medium, newspapers and advertising
- ✓ Different demographic and attitudinal segments among readers and difference in psychographics (attitudes etc.) which affect choice of newspaper

Cues from this module were incorporated as inputs in the subsequent Qualitative and Quantitative phases.

2.2 Phase 2: Exploratory Qualitative Phase

The **Exploratory Qualitative Module** was conducted to generate

- ✓ Cues & drivers on readership behaviour
- ✓ Reactions to existing editorial content and format
- ✓ Brand perceptions
- ✓ Different psychographic segments existing among readers

The method adopted was **Extended Group Discussions** among the selected target audience. Each Extended Group Discussion consisted of 2 modules (with a short product placement phase in between).

Thus, the aim of this phase was to generate consumer speak on readership behavior, editorial content, format, brand perceptions and to map the different attitudinal segments existing among the readers.

Cues from this module were incorporated as inputs in the subsequent Quantitative phase.

2.3 Phase 3: Large Scale Quantitative Phase

The **Large Scale Quantitative Phase** was used to validate and quantify

- ✓ Reactions to content, satisfaction levels, needs gaps (if any)
- ✓ Resulting pointers for improvement, the drivers for success
- ✓ Existing brand image in the reader's mind space
- ✓ Different demographic, psychographic and behavioural segments existing among the reader population, measuring sizes of those segments and hence prioritising them.

3. RESEARCH METHODOLOGY

3.1 The Target Audience

Respondents were segmented by the following demographic variables:

- ✓ **Socio Economic Class:**
 - Urban: SEC A vs. SEC B vs. SEC C vs. SEC D vs. SEC E
 - Rural: SEC R1 vs. SEC R2
- ✓ **Age:** 12-19 years vs. 20-24 years vs. 25-34 years vs. 35-44 years vs. 45years+
- ✓ **Gender:** Male vs. Female

The rationale for including individuals from all SECs was the high literacy levels and hence the significant readership of newspapers across all the socio economic groups. Also the target audience was restricted to 12 years plus because the newspaper reading habit is not well ingrained in the lower age groups.

3.2 Newspapers in the Consideration Set

Besides the Client, all main competitors in the English and regional newspaper market (9 publications) were included in the competition set.

3.3 The Target Audience by Reader Groups

It was observed from syndicated surveys and databases like National Readership Survey (NRS) that there was a significant incidence of readership of more than one newspaper (duplication among newspapers) in that market. Hence to get an in-depth understanding and diagnostics, the sample was split into distinct reader groups and purposive sampling was undertaken for the same.

Thus the reader groups identified for the research study were:

- ✓ Solus Client newspaper readers
- ✓ Solus Main competition newspaper readers
- ✓ Dual Client and Main competition readers
- ✓ Dual Client and other competition publication readers for each publication in the competitive set

The Solus and Dual newspaper readers for the study were defined as follows:

Solus newspaper readers: If the respondent reads newspaper A for at least 5 days of the week and reads no other newspaper from the ones in the consideration set, then the respondent was considered as a Solus reader of Newspaper A.

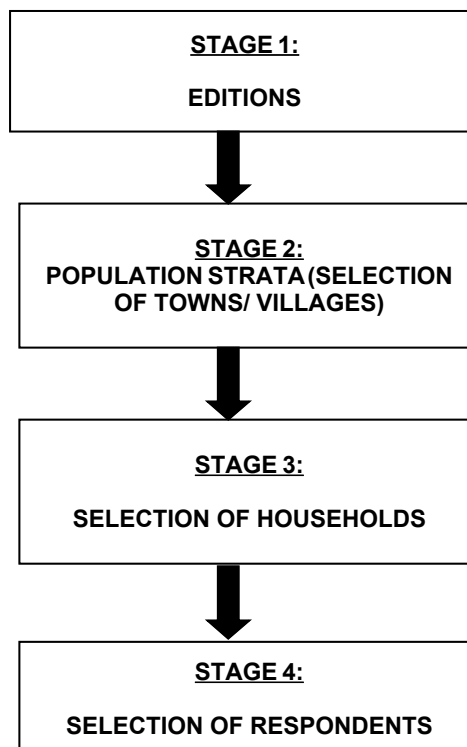
Dual newspaper readers: If the respondent reads newspaper A for at least 4 days of the week and also reads newspaper B for at least 4 days of the week, then the respondent was considered a Dual newspaper reader.

3.4 Sample Size

The sample size for the study was 8192 respondents. This significantly large sample ensured that the findings were statistically significant and the estimates were robust.

3.5 Sampling

The sampling methodology adopted for the study was **Multistage Stratified Random Sampling**.



Stage 1: Stratification by Editions

At the first level all districts being covered by the same edition were grouped together to form units.

The rationale for stratification by editions:

- Each edition of the Client brand was unique in terms of content.
- Hence fine-tuning and changes to the product (if required) would have to be done at the edition level.

Stage 2: Stratification by Population Strata

At the second level, all units/districts were further stratified to provide for:

- Urban audiences by town class
- Rural audiences by village class

The traditional categorization of urban and rural population is:

Towns with population

- i) Over 1 million
- ii) 0.5 million – 1 million
- iii) 0.1 million – 0.5 million
- iv) 0.05 million – 0.1 million
- v) 0.005 million – 0.05 million

Villages with Population

- i) 0.005 million and above

Selection of Survey Centres**Urban:**

- All towns with a population of greater than 0.5 million were purposively selected
- For towns classes less than 0.5 million: At least 10% towns from each district/ unit were selected to ensure representation

Rural:

- Clusters of villages were selected using Probability Proportionate to Size (PPS).

Stage 3: Selection of Households

Here the traditional random household contact route was not adopted because of two reasons:

- The objective was not to estimate the size and composition of readership
- And hence it would not be cost effective

Households were selected in areas where the distribution of newspapers was sufficiently high. In each area selected, starting points were identified. From each starting point, the interviewer contacted every third house using the Right Hand Rule. If there was any member of the household (aged 12+) who regularly read any of the listed newspapers, the interviewer would administer the interview depending on the quota requirement of SEC, Age and Gender.

3.6 The Markets

The fieldwork districts/ units decided upon on the basis of edition wise sampling.

3.7 The Interview

The interview was conducted as a face-to-face personal interview using a structured questionnaire and the pen and paper method. The information areas covered were split into segments, thus structuring the Quantitative stage into a multi segment data collection module.

Screening Interview

This interview covered the basic classification criteria – Demographics and Readership of publications (especially the ones in the competitive set)

Thus the respondent was selected on the basis of demographic profile (Age, Gender and SEC) and reading behaviour.

Main Interview

This questionnaire for this phase was based on the inputs from the Qualitative Phase and Desk research stages. The information areas that were captured in this phase were:

- ✓ Product & Content Diagnostics
- ✓ Attributes on which readers evaluate a newspaper
- ✓ Satisfaction levels with existing content, need gaps (if any)
- ✓ Brand Image and Perception in the reader's mind space

Lifestyle Interview

This phase covered the information areas like -Attitude towards society in general and media (newspapers) in particular, lifestyle habits, aspirations in life and career etc. Output of this phase was audience segmentation – Mapping the different demographic, psychographic and behavioral segments existing among the reader population.

FINDINGS**4. EDITORIAL CONTENT DIAGNOSTICS**

The main objective of this module was to assess the newspapers on the different sections and arrive at answers to the following questions:

- ✓ What are the highest read or most popular sections in a newspaper?
- ✓ How satisfied are they with the content in the sections, which they read?
- ✓ Do they want more/same/less of the sections?

We looked at the different reader segments and assessed the performance of the newspapers on the content platform among the different reader segments.

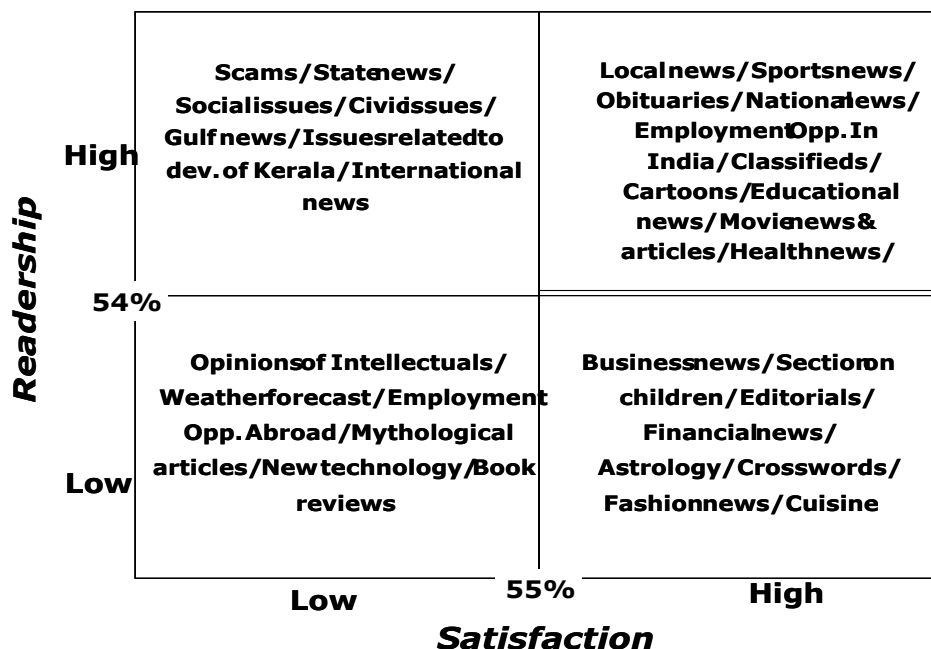
4.1 Any Client Reader

Figure 4.1A: Plotting Satisfaction vs. Readership



Note: Top Box Satisfaction (Satisfied a lot) has been considered for this analysis

Figure 4.1 B: Client publication in the eyes of its reader: Satisfaction vs. Readership



The above findings showed that there were a plethora of sections where the Client's publication scored high on readership and high on satisfaction - Local news/ Sports news/ Obituaries/ National news/ Employment Opp. In India/ Classifieds/ Cartoons/ Educational news/ Movie news & articles/ Health news. These were the strengths of the Client publication and the Client needed to consolidate on these strengths.

There were also a host of niche sections where the Client's publication emerged pretty strong viz. Business news/ Section on children / Editorials/ Financial news/ Astrology/ Crosswords/ Fashion news/ Cuisine.

However the real cause of concern for the Client were the sections, which garnered high readership but displayed low satisfaction viz. Scams/ State news/ Social issues/ Civic issues/ Gulf news/ Issues related to dev. of Kerala and International news.

These are the key focus areas for the Client to concentrate on to improve its own product, hence establishing a better connect with the audience thereby leading to an increase in circulation and readership.

What did the Client readers find amiss in these sections?

In these sections, readers were further probed as to what did they find amiss – Did they want a larger extent of coverage (more newsprint) devoted to those sections or did they want a better quality of coverage (better reporting, more in depth reporting)?

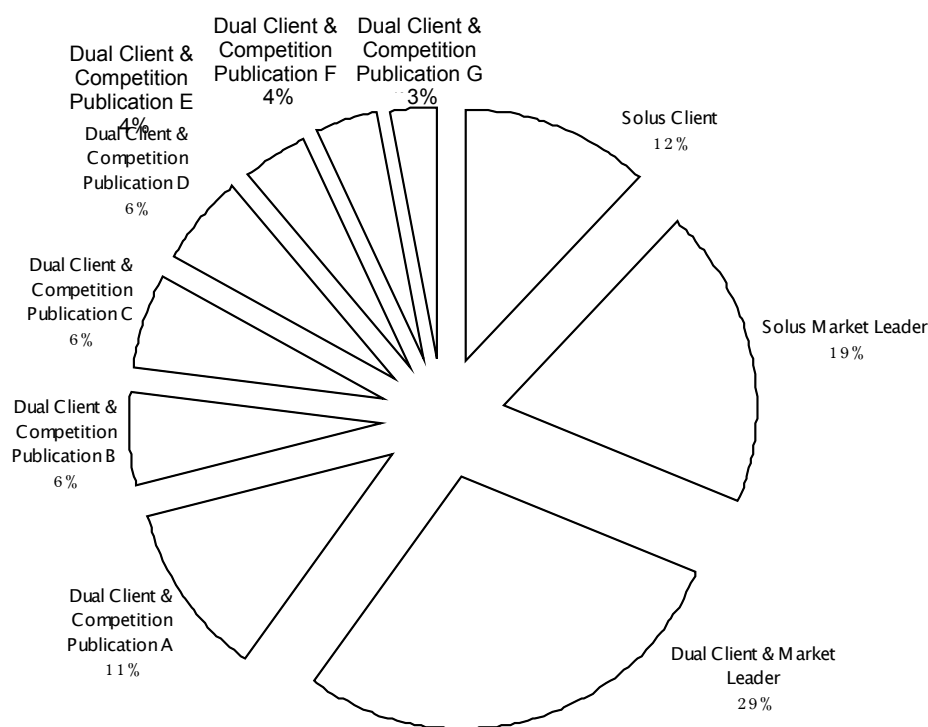
Table 4.1C: Sections with high readership but low satisfaction: Reader's need gaps

Sections/Topics	Want Same(%)	Want More(%)
Scams	65	33
State news	68	28
Social news	62	36
Civic issues	63	35
Gulf news	64	34
Issues related	61	37
International news	64	34

Base for Want Same/More: Respondents who read that section

The above findings showed that majority of readers want the extent of coverage to remain the same. Indicates to the fact that extent of coverage (newsprint devoted) is okay but need gap lies in the quality of coverage. Hence it is imperative to have a better quality of coverage (better reporting, more in depth reporting) in these sections.

4.2 Sizing the different reader types: Prioritising the Target Segments



Base: All respondents across Kerala

Note: Publication F and publication G are English newspapers.

Prioritising the Different Target Segments of the Client –

The Dual Client and Main competition publication readers: This was the largest segment consisting of 29% of readers and hence it's the most lucrative segment for the Client to target to gain subscribers and hence increase circulation. In this segment there was a large chunk of readers who subscribe to only the main competition publication, but they read both the main competition publication and the Client's publication as well. They get a non-paid copy of the Client's publication at their work place, school, college, library or from their neighbours. The Client needs to target these non-subscribers but readers, understand the content diagnostics among them and convert them into subscribers. This segment would also be easier to target since they are already reading the Client's publication on a regular basis and hence there's a regular interaction with the product.

Solus Main competition publication readers: This segment was significant at 19%. But it will be difficult to make inroads into this segment, as the readers are not currently exposed to the Client on a regular basis.

The Dual Client and Competition publication A readers: This segment has also been considered as a focus area because it constitutes a significant chunk at 11% and the reader's have a regular interaction with the brand.

The other reader segments due to their smaller size were lower in the priority and hence are not elaborated upon in the scope of this paper.

4.3 Dual Client and Main competition publication Reader

This segment of Dual readers of the Client and Main competition publication comprised 29% of the regional newspaper market in the state and hence was the largest target segment. In this segment, 31% of readers subscribed to the Client while 40% of them subscribed to the main competition publication. Now in keeping with the objective of providing actionable insights which will help to grow the circulation and hence readership of the Client, it was necessary to understand the content diagnostics and satisfaction levels of those readers from among this set who subscribe to main competition publication and not to the Client

Hence Potential Target Segment 1: Dual Client and Main competition publication readers who subscribe to main competition publication but don't subscribe to the Client

Illustrated below are the readership and satisfaction levels among this segment.

Table 4.3A: Satisfaction among Dual Client and Main competition publication readers who subscribe to Main competition publication but don't subscribe to Client

Sections	The Client		Main Competition	
	Looked For	Top Box Satisfaction	Looked For	Top Box Satisfaction
Scores in %				
Local news	95	64	96	61
Sports news	87	65	88	74
Social Issues	79	54	82	49
Obituaries	76	62	80	68
Scams	73	59	75	58
State news	73	54	74	57
National news	73	57	74	60
Movie news & articles	72	68	77	67
Health news	64	59	69	56
Ads	62	56	69	57
Educational news	60	61	63	61
International news	59	56	61	61
Gulf news	58	53	58	57
Issues reg. dev. of Kerala	56	51	58	55
Cartoons	55	72	60	61
Employment Opp. in India	53	54	57	59
Classifieds	52	57	55	64
Civic Issues	51	53	55	55
Editorials	50	62	57	57

Base: Dual Client and Main competition publication readers who subscribe to main competition publication but don't subscribe to the Client; Top Box Satisfaction (Satisfied a lot) has been considered for this analysis

The above findings showed that in terms of top box satisfaction, Main competition publication does better than the Client's publication among this segment in the areas of Sports news, Obituaries, International news, Classifieds, State news, National news, Gulf news, Issues regarding development of Kerala and Employment opportunities in India. **Hence these are the key focus areas for the Client to make inroads in this segment of the Main competition publication subscribers and convert them into the Client's publication subscribers.** Also this segment would be pretty susceptible to shift as the reader is also reading the Client's publication on a pretty regular basis and has a regular interaction with the product.

What did these dual readers find amiss in these sections?

In these sections, readers were further probed as to what did they find amiss in the Client – Did they want a larger extent of coverage (more newsprint) devoted to those sections or did they want a better quality of coverage (better reporting, more in depth reporting)?

Table 4.3B: Sections where readers are more satisfied with Main competition publication than with the Client: Reader's need gaps

Sections/Topics	WantSame(%)	WantMore(%)
Sportsnews	65	34
Internationahews	62	37
Classifieds	71	25
Statenevs	68	27
Nationalnews	72	26
Gulfnews	65	33
Issuesreg. dev. of Kerala	59	40
EmploymentOpp. In India	52	48

Base for Want Same/Want More: Respondents who read that section

The above findings showed that majority of readers were okay with the extent of coverage in the Client’s publication. The low satisfaction stemmed from the quality of coverage. Hence the Client needs to work on the quality of coverage (better reporting, more in depth reporting) in these sections.

4.4 Dual Client and Competition Publication A Readers

This segment of Dual readers of the Client and Competition publication A comprised 11% of the regional newspaper market. In this segment, 44% of readers subscribed to the Client’s publication while 53% of them subscribed to the competition publication A. Now in keeping with the objective of providing actionable insights which will help to grow the circulation and hence readership of the Client, its necessary to understand the content diagnostics and satisfaction levels of those readers from among this set who subscribe to the competition publication A and not to the Client.

Hence Potential Target Group 2: Dual Client and Competition Publication A readers who subscribe to publication A but don’t subscribe to the Client’s publication

Illustrated below are the readership and satisfaction levels among this segment.

Table 4.4A: Satisfaction among Dual Client and Competition Publication A readers who subscribe to competition publication A but don’t subscribe to the Client

Sections	Client’s Publication		Competition Publication A	
	Looked For	Top Box Satisfaction	Looked For	Top Box Satisfaction
	Score in %			
Local news	93	54	96	63
Sports news	83	56	81	41
Social Issues	88	44	88	51
Obituaries	89	65	86	60
Scams	70	43	68	69
State news	83	43	83	58
National news	66	53	64	50
Movie news & articles	70	64	63	41
Health news	72	48	65	47
Ads	60	48	57	46
Educational news	57	52	55	43
International news	53	49	53	42
Issues reg. dev.of Kerala	56	51	57	56
Cartoons	58	64	55	48
Civic Issues	57	47	58	45
Opinions of intellectuals	50	41	50	51

Base: Dual Client & Competition Publication A readers who subscribe to publication A but not to the Client
 Base for Top Box Satisfaction: Respondents who are satisfied a lot

The above findings show that in terms of top box satisfaction, competition publication A scored higher in the areas of Local news, Social issues, Scams, State news, Issues regarding development of Kerala and Opinion of intellectuals.

What did these dual readers find amiss in these sections?

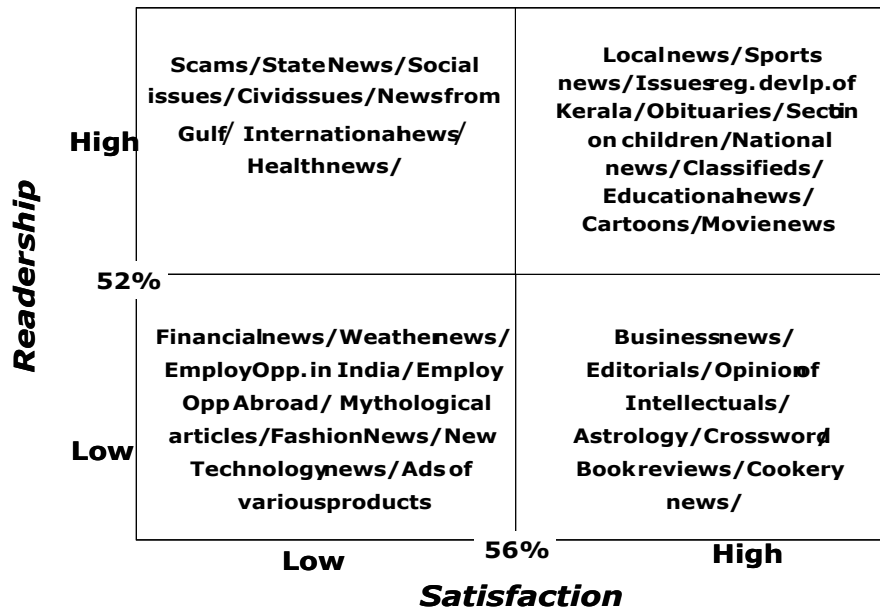
Further probing among these readers and also ‘reader speak’ from the Qualitative Phase pointed to the fact that the Client’s publication was not losing out due to extent of coverage neither was it losing out due to need gaps in quality of coverage. It was losing out in these sections among the dual readers because competition publication A was a newspaper espousing the views and leanings of a particular political ideology and these dual readers had similar expectations from the Client’s content.

Hence in order to make inroads in this segment the Client would have to adopt the particular political ideology.

4.5 Solus Main competition publication Readers

This segment of Solus Main competition publication readers comprise of 19% of the regional newspaper market. Even though the size of this segment is significant, it is low in priority since this segment would be difficult to target, as this segment was not sampling the Client’s publication on a regular basis.

Figure 4.5 A: Main competition publication in the eyes of its solus readers: Satisfaction vs. Readership



Note: Top Box Satisfaction (Satisfied a lot) has been considered for this analysis

The above findings show that there are a significant number of sections where the Main competition publication comes out weaker among its solus readers (sections that are high on readership but low on satisfaction) - Scams/ State News/ Social issues/ Civic issues/ News from Gulf/ International news/ Health news.

There are also a host of niche sections where the Main competition publication has its weaknesses (low readership & low satisfaction) – Financial news/ Employment opportunities in India & abroad/ Fashion news/ News about new technological advancements.

These are the key chinks in the Main competition publication's armour, which the Client could exploit but it will be difficult to make the reader switch, as he is not sampling the Client's publication on a regular basis.

4.6 Summing Up – Editorial Content Diagnostics

Hence the target groups for the Client in decreasing order of importance:

1. Among Dual Client and Main competition publication readers, those who are subscribing to Main competition publication but not to the Client
2. Among Dual Client and Competition publication A readers, those who are subscribing to competition publication A but not to the Client
3. Solus Main competition publication Readers

5. PRODUCT DIAGNOSTICS – DIAGNOSTICS OF FORMAT AND PRESENTATION

Diagnostics of the ‘Look and Feel’ Factors

After mapping the newspapers on content diagnostics, they were then assessed on the various dimensions of Look & Feel viz. photographs, layout and font.

5.1 Photographs

Table 5.1: Publication scores on the parameter of photographs

State	Client	Main	Competitor
Publication	Publication	Publication	Publication
	Score	Score	Score
Photographs			
Photographs	85	85	27
Number of photographs	83	83	33
Percentage of photographs	83	83	24
Number of photographs	83	83	54

Photographs - Main competition publication emerged better on all the parameters related to photographs: clearer and sharper photographs, more number of photographs & colored photographs and more relevant photographs.

5.2 Layout

Table 5.2: Publication scores on the parameter of layout

State	Client	Main	Competitor
Publication	Publication	Publication	Publication
	Score	Score	Score
Layout			
Classification	69	69	64
Attractiveness	69	69	20
Classification	69	69	61

Layout – On the parameter of arrangement of columns and classifieds, the Client and Main competition publication were close to each other. But on the parameter of attractiveness, the Main competition publication emerged better.

5.3 Font:

Table 5.3: Publication scores on the parameter of font

State	Client	Main	Competitor
Publication	Publication	Publication	Publication
	Score	Score	Score
Font			
Font	68	65	37
Font	68	68	37

Font – On the parameter of fonts, the Client’s publication and the Main competition’s publication were pretty close with the Client marginally ahead.

5.4 Summing Up – Diagnostics of Format and Presentation

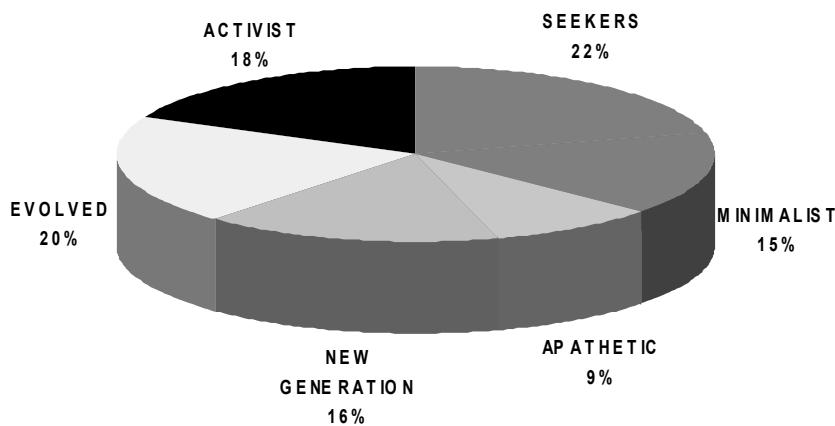
Regarding format & presentation, the Client was losing out to the Main competition publication on the dimensions of photographs and an attractive look and feel. Hence it is imperative for the Client to work on its look and feel – improve the quality of newsprint, introduce a few glossy pages/pullouts, improve the resolution/clarity of its photos, increase the number of photographs (especially colour photographs) and keep a check on that photographs are very relevant to the articles.

6. AUDIENCE SEGMENTATION

The audience segmentation among the newspaper readers was done using Cluster Analysis. The respondents indicated level of agreement on a five-point scale for a battery of thirty-nine statements. The algorithm used was Euclidean squared distance and identification of audience segments was done using statements, which were typical of each segment as well as psycho graphic qualities.

The solution arrived at was a Six Cluster Solution.

Figure 6.1: The Six Clusters



Base: All respondents (8192)

Summarising the Mindsets

Seekers: Seekers comprised 22% of the reader population.

Defining attitudes & beliefs -

- ✓ Aspired to improve their life with more money, success and achievement
- ✓ They were involved with politics and felt it could be a potent weapon for social change
- ✓ They had lower focus towards their own family but focused more towards self and friends (extension of self)
- ✓ They were rebellious against traditions

They were more likely to:

- Agree that they want to make a lot of money
- Agree that they want to stand out in a crowd
- Agree that success & achievement matter more than self respect
- Agree that they don't mind investing in risky ventures as long as they get high returns
- Disagree that in a job, security is more important than money
- Agree that politics is a must; One cannot live without it
- Agree that they take an active interest in politics
- Agree that politics can be used for the betterment of society
- Agree that their friends are more important to them than their family
- Disagree that one should maintain one's traditions
- Disagree that their family believes in maintaining tradition, even if it hurts them

New Generation: The New Generation segment comprised 22% of the reader population.

Defining attitudes & beliefs -

- ✓ This segment looked forward to enhancement of success, status and position. In this aspect they were similar to the Seekers.
- ✓ But the distinct difference between them and the Seekers. They were not driven as strongly by money, success and achievement as the Seekers were. In case of Seekers it was the central point of their existence while in case of New Generation it was much more tempered.
- ✓ They were also apathetic towards politics. This was another major difference with the Seekers.

Minimalists: They comprised 15% of the reader population.

Defining attitudes & beliefs -

- ✓ They aspired to satisfy their basic needs and were content with their current standard of living. Focus was on leading a very simple life with minimal stress.
- ✓ They were not interested in politics and felt it doesn't have much of a place in their life.
- ✓ They believed in traditional values and had a greater orientation towards family and religion.

They were more likely to:

- Agree that they don't want much from life, only needs should get fulfilled
- Agree that they are very satisfied with their current standard of living
- Agree that they don't mind if a job is low paying but it should be free of tension
- Agree that they don't want too much money in life as it leads to a lot of tension
- Disagree that they want to make a lot of money in life
- Disagree that they want to climb to the top of the corporate ladder
- Disagree that they don't mind investing in risky ventures as long as they get high returns
- Disagree that they are very busy in life. Hardly have leisure time
- Agree that one can't accept the kind of politicians one sees around today
- Disagree that politics is a must; One cannot live without it
- Disagree that they take an active interest in politics
- Disagree that politics can be used for the betterment of society
- Agree that family is more important than career
- Disagree that their friends are more important to them than their family
- Agree that they pray/ perform Pujas regularly

Evolved: They comprised 20% of the reader population.

- ✓ The Evolved segment was midway between the Seekers and Minimalists.
- ✓ They focused on being more successful and making money. In this aspect they were closer to the Seekers but more tempered compared to them.
- ✓ They were not very involved with politics but still felt it was an instrument for social change.
- ✓ They had more focus towards the family and were religious like the Minimalists.

Apathetic: The Apathetic segment comprised 9% of the reader population.

- ✓ These were the Pessimists. They did not have a strong positive opinion on anything and mostly disagreed or walked the middle path in case of most statements.

Activists: The Activists segment comprised 18% of the reader population.

- ✓ They were extremely involved in politics bordering on being indignant or militant – Leftist point of view
- ✓ They cared for the improvement of the society more than self improvement

They were more likely to:

- Agree that politics is a must; One cannot live without it
- Agree that they take an active interest in politics
- Agree that politics can be used for the betterment of society
- Agree that everyone should have a good knowledge of politics
- Disagree that one cannot accept the kinds of politicians one sees around today
- Agree that all people should come up in life. All people should be equal
- Agree that one should do something good for the society

Mindsets vs. Readership

Within each mindset, readers of all newspapers existed and no mindset was found to be the exclusive domain of any newspaper. However within each mindset there was a higher dominance of one or two publications in terms of readers and those positive skews are highlighted below.

Seekers: This segment had a higher proportion of the Client readers.

New Generation: This segment had a higher proportion of English newspaper readers.

Minimalists: This segment had a higher proportion of competition publication B and competition publication D readers.

Evolved: This segment had a higher proportion of Main competition publication readers.

Apathetic: This segment had a higher proportion of competition publication E readers.

Activists: This segment had a higher proportion of competition publication A readers.

Prioritising the Mindsets to focus on

The mindsets that the Client needs to focus upon in order of importance were:

1. Seekers: This mindset had the highest proportion of the Client readers and was the largest cluster in terms of size.
2. Evolved: It had a higher proportion of Main competition publication readers and a higher proportion of the most important potential target group, Dual Client and Main competition publication readers
3. New Generation: This had a higher proportion of English newspaper readers. It could be targeted with the launch of a new English newspaper brand.
4. Minimalists: This group had a higher composition of competition publication B and competition publication D, the other target segments for the Client.
5. Activists: It had a higher proportion of competition publication A readers. It was very difficult to poach these readers as they were driven by their belief in the Communist ideology.
6. Apathetic: It would have proved very difficult to target this cluster due to their mindset.

The Result: An increase in circulation

In accordance with the findings of this research, the Client implemented the changes in content, format and look and feel. Post implementation of the changes, in the subsequent period the circulation of the brand in the market increased from 910,037 copies during July- Dec 2003 audit period to 948,089 copies in July-Dec 2004 audit (print order rose from 921,150 in 1st July 2003 to 1,055,550 copies on 15th August 2005).

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1. NATIONAL READERSHIP SURVEY, 2003
2. TARGET GROUP INDEX, 2003

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