QUESTIONNAIRE

AGE:

MALE/FEMALE

INCOME:

EDUCATIONAL QUALIFICATION:

PROFESSION:

1. Which Hindi newspaper do you read?
   a) Punjab Kesari
   b) Dainik Bhaskar
   c) Dainik Ajit
   d) Amar Ujala
   e) Any Other

2. Do you think that Hindi newspapers are becoming more popular than English newspapers?
   a) Yes
   b) No
   c) Can’t say
   d) To some extent

3. Have you ever visited any online edition of Hindi newspaper? If yes, mention it
   a) Yes...........................................................................................................
   b) No

4. Do you think that marketing strategies being followed by Hindi newspapers have given a facelift to its circulation?
   a) Yes
   b) No
   c) Can’t say
   d) To some extent

5. Do you think that coupon schemes stated by the newspapers have been effective in attracting readers?
   a) Yes
   b) No
   c) Can’t say
6. Do you agree that balanced approach of Hindi newspapers towards all kinds of news whether religious or political have widened its popularity?
   a) Agree
   b) Disagree
   c) To some extent

7. Are high literacy level and penetration of newspapers into smaller towns of Punjab responsible for increased readership of Hindi newspapers?
   a) Agree
   b) Disagree
   c) Can’t say

8. Do you think that local news in Hindi newspapers is more detailed than English newspapers?
   a) Yes
   b) No
   c) Can’t say

9. Have Hindi newspapers given a setback to Punjabi newspapers?
   a) Yes
   b) No
   c) Can’t say
   d) To some extent

10. Do you agree that Hindi newspapers utilize more English/Punjabi words?
    a) Agree
    b) Disagree
    c) Can’t say

11. Do you feel pressure of Competition affects the objectivity of news?
    a) Yes
    b) No
    c) To some extent

12. Do you agree that creditability of Hindi newspapers is higher than Hindi news channels?
    a) Yes
    b) No
    c) Can’t say
13. Do you think that Hindi newspapers have overcome the image of being a replica of English newspapers?
   a) Yes
   b) No
   c) Can’t say
   d) To some extent

14. How do you find language of Hindi newspapers?
   a) Easy
   b) Difficult
   c) Not so difficult

15. Are headlines of Hindi newspapers attractive?
   a) Yes
   b) No
   c) Can’t Say

16. Do you think that editorials of Hindi newspapers present balanced views of news?
   a) Yes
   b) No
   c) Can’t say
   d) To some extent

17. Do you agree that variety of columns of Hindi newspapers like columns on women, religious ceremonies, fashion, health, beauty etc have had an impact on Punjab’s culture?
   a) Yes
   b) No
   c) Can’t say
   d) To some extent

18. Do Hindi newspapers give more coverage to Bollywood news than serious news stories?
   a) Yes
   b) No
   c) Can’t say
19. Should Indians read only Hindi newspapers for better promotion of the national language?
   a) Agree
   b) Disagree
   c) Any other

20. How do you foresee the future of Hindi newspapers in Punjab?
   a) Bright
   b) Dull
   c) Any other