

Annexure

Newspaper Industry - A Study with Special Reference to Madurai, Tuticorin and Tirunelveli

(Questionnaire for Subscriber Attitude towards Newspapers)

1. Age
 Up to 20 20 - 30 30 - 40
 40 - 50 50 - 60 Above 60
2. Sex
 Male Female
3. Marital status
 Married Unmarried
4. If married, no of children
Male -
Female -
5. Educational qualification
 Primary Level Middle School Hight School
 Degree holder Post Graduate Professional
 Others (specify)
6. Religion
 Hindu Muslim Christian
7. Community
 FC BC MBC SC & ST
8. Occupation
 Business Professional Self-employed
 Student Government employee Private concern
 Others (Housewife, pensioner, unemployed person, and the like - Please specify)
9. Monthly family income (Thousand Rs.)
 5-10 10 - 15 15 - 20 20 - 30 Above 30
10. Who influenced you to buy and read newspapers?
 Self obligation
 Parents
 Other family members
 Friends and relatives
 Coworkers
 Advertisement

11. Years of reading newspapers
 Less than 5 5 - 10 10 - 20 Above 20
12. Your habit of reading newspaper is
 Compulsory and indispensable Regular and routine
 Frequent and habitual Rare and occasional
13. Source of inspiration
 Voluntary Parents Teachers Friends
14. Type of newspaper reading
 General newspapers only Business newspapers only Both
15. Language of newspaper reading
 Tamil newspapers only English newspapers only Both
16. Which papers do you read regularly?
Tamil
 Thinakaran Thinathanthi Thinamalar
 Thinamani Thinapoomi Maalaimurasu
 Thamizhmurasu Local newspapers
English
 The Times of India The New Indian Express
 The Hindu The Deccan Chronicle
 The Business Line The Financial Express
 Any other (please specify)

17. Please specify the reasons for reading newspapers
 Comprehensive coverage
 Personal interest
 Available in workplace itself
 Distinctive purpose
 News items of government, legal and business importance
 Language development
 Educational purpose
 Employment purpose
 Competitive examination purpose
 Any other (please specify)

18. Nature of acquiring newspapers (tick appropriately)

S. No.	Acquiring Place	Tamil	English
1.	Tea shops		
2.	Neighbour		
3.	Library		
4.	Own purchase		

24. Satisfaction with quality of newspapers you read

- Good Fair Not good

25. Aspects which you don't like in newspapers

- Biased news
 - Politically
 - Communally/religiously
 - Racially
 - Any other (please specify)
- Inferior news coverage
- Unattractive layout
- Annoying (or boring) language
 - Difficult to understand
 - Unnecessary jargons, idioms, metaphors, etc
 - Too colloquial and undue use of vulgar slang
 - Any other (please specify)
- Poor paper quality
- Relatively lower supplements
- Inequitably higher cost
- Not easily available
- Any other (please specify)

26. In pursuance of the above question, please rank the factors that may cause you to effect a switchover

S. No.	Factor for Switchover	Rank								
		1	2	3	4	5	6	7	8	9
1.	Biased news									
2.	Inferior news coverage									
3.	Unattractive layout									
4.	Annoying language									
5.	Poor paper quality									
6.	Insufficient supplements									
7.	Higher cost									
8.	Availability issues									
9.	Other									

27. Usefulness of the newspaper you read to your family members

	More useful	Useful	Neither useful nor useless	Useless	Waste
Elders					
Women					
Younger folk					
Children					

28. Usefulness of its supplements to the family members

	More useful	Useful	Neither useful nor useless	Useless	Waste
Elders					
Women					
Younger folk					
Children					

29. Time you spend in reading newspapers

- Half an hour
 Half to one hour
 One to 1½ hours
 1½ to two hours
 Above 2 hours

30. Impact of the news makes to

- Cutting and retaining important news
 Discussion/critical analysis of news and coverage with others
 Writing to the 'Reader Mails/Opinions Column'
 Use, refer or quote news items in presentations, theses, speeches, etc
 Compare newspaper coverage with news in television, radio and the like

31. Rank the Tamil newspapers in your preferential order.

S. No.	Tamil Newspaper	Rank							
		1	2	3	4	5	6	7	8
1.	Thinakaran								
2.	Thinathanthi								
3.	Thinamalar								
4.	Thinamani								
5.	Thinapoomi								
6.	Maalaimurasu								
7.	Thamizhmurasu								
8.	Other (specify)								

32. Rank the English newspapers in your preferential order.

S. No.	English Newspaper	Rank						
		1	2	3	4	5	6	7
1.	The Times of India							
2.	The New Indian Express							
3.	The Hindu							
4.	The Deccan Chronicle							
5.	The Business Line							
6.	The Financial Express							
7.	Other (specify)							