

READER GRAPHICS

The ability to "See" your Readers with TGI

"My reader is a young married working male. He holds a managerial position with a private company and is a post graduate. He lives in a nuclear family and holidays once a year in a destination outside India. He is active on social media and has accounts on facebook and twitter. He loves watching features on wild life and travel and likes maintaining a healthy lifestyle. He is not too keen on eating out and avoids junk food. He has a good circle of influence among his friends on topics ranging from clothes to gadgets"



Wouldn't you like to know more about your reader... not just your reader but also your competitor's reader?

Reader Graphics helps you understand who your current and potential readers are and how to reach them effectively

1. Who is my reader?

Demographics –age, gender, affluence level, etc. Lifestage – College goers, empty nesters, etc

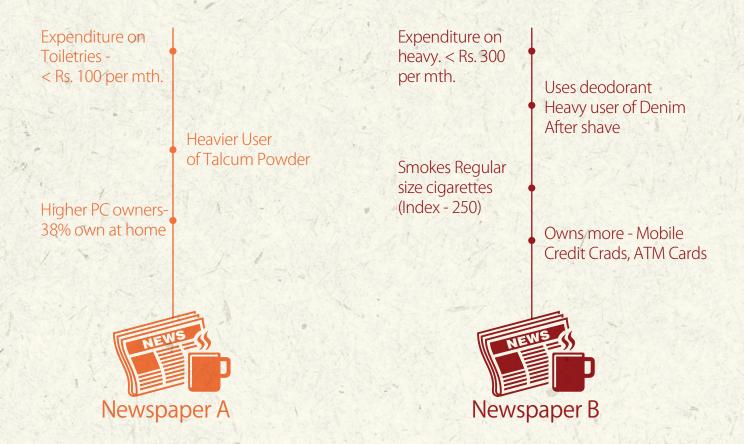
	All Male	All Female	15-19	20-24	25-34	35-44	45-55	Α	В	С
Newspaper A	102	97	127	115	92	101	79	121	108	83
Newspaper B	79	127	92	110	98	98	104	95	100	102
Client Newspaper	59	146	111	120	99	101	95	110	109	88
Newspaper C	67	137	96	95	105	94	106	125	107	82
Newspaper D	138	58	167	113	99	79	69	90	101	104



The client newspaper has a more female oriented younger Up Market audience

2. What do they consume?

Categories consumed
Heaviness of consumption (for specific categories)
Brands consumed



Newspaper B readers have a bigger personal care basket and also spend more

Newpaper Redership and Brand Usage



Newspaper 8 readers more likely to use Adidas brand

3. Where do I find them?

Lifestyle – Gyms, Restaurants, Movie Theatres

Where do they shop?

Are they present online?

What do they do online?

Newspaper A			Newspaper B					
Visit pubs	73		Visit pubs	20				
Eat out once a month	55	X	Eat out once a month	15				
Gym membership comfortable	20	H	Gym membership comfortable	65				
Shopping online	20		Shopping online	55				

Newspaper A readers like to go out and indulge often, while Newspaper B readers come across as more health conscious and net savvy

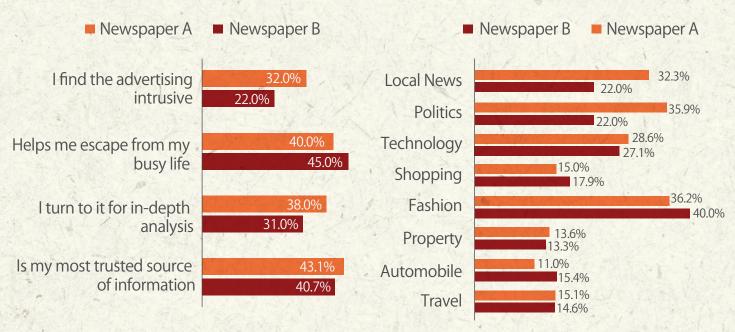
4. What interests them?

Channels watched
Programs listened to
Newspapers, Magazines Read
Topics of interest

	A Property of	Newspaper A	Newspaper B	Newspaper C	Newspaper D
\bigcap	Radio listened last week	10%	55%	10%	35%
ă	TV watched	30%	25%	55%	75%
	Magazine read	60%	35%	45%	10%
@	Internet accessed	12%	45%	10%	60%

Readers of Newspaper B also interact with other media more

Information Sources - TV



Readers of Newspaper B tend to turn to TV to escape from their busy life as a source of entertainment. They specifically turn to TV for information on fashion, automobile etc.

How can you put this information to use?

4. Content Creation 1. Understand your 2. Understand your 3. Space Selling competition better Targeted Develop content consumers better – - How different are Identify whether offerings based of interest to your target audience you are reaching they from your on the the right target readers? Identify demographic, audience, analyze product usage competitor your effectiveness strengths and and interest in reaching your weaknesses. Is profile of your target group and there potential to readers target them? formulate strategies for effective reach

Source: The report is sourced from Target Group Index (TGI), a continuous global study conducted by IMRB International in India since 2001. TGI is widely accepted for developing strategies, understanding consumers segments, for business development and sales, for category and competition analysis etc.

With a sample size of 36000 across SECABC segments in 190 + towns in Urban India TGI provides insights across demographics, media consumption, psychographics, product consumption and lifestyle

Report Deliverables The report is available for the following publications at city level

	Mumbai	Pune	Kolkata	Delhi	Chennai	Bangalore
TOI	•			•		
HT						
DNA	•					
The Telegraph				1		
The Statesman						
Deccan Herald			1, 195			
Indian Express					4.20	
The Hindu				19.00		

Regional Newspapers

	Mumbai	Pune	Kolkata	Delhi NCR [+06/05]	Chennai	Bang alore	Hydera bad	Lucknow	Kanpur [+08/08]	Cochin	Ahmeda bad	Surat [+08/08]	Ludhiana	Jaipur [+06/05]	Indore [+08/08]	Patna	Bhubanes hwar
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To know more contact
Sagar Sheth (sagar.sheth@imrbint.com)
or Deepa Mathew (deepa.mathew@imrbint.com)