

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	A	B	C
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

Expenditure on Toiletries - < Rs. 100 per mth.

Heavier User of Talcum Powder

Higher PC owners- 38% own at home



Newspaper A

Expenditure on heavy. < Rs. 300 per mth.

Uses deodorant
Heavy user of Denim
After shave

Smokes Regular size cigarettes (Index - 250)

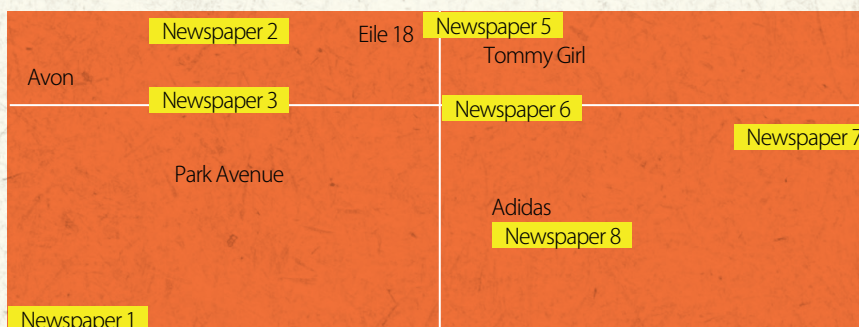
Owns more - Mobile
Credit Crads, ATM Cards



Newspaper B

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

Newspaper 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		Eat out once a month	15
Gym membership comfortable	20		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

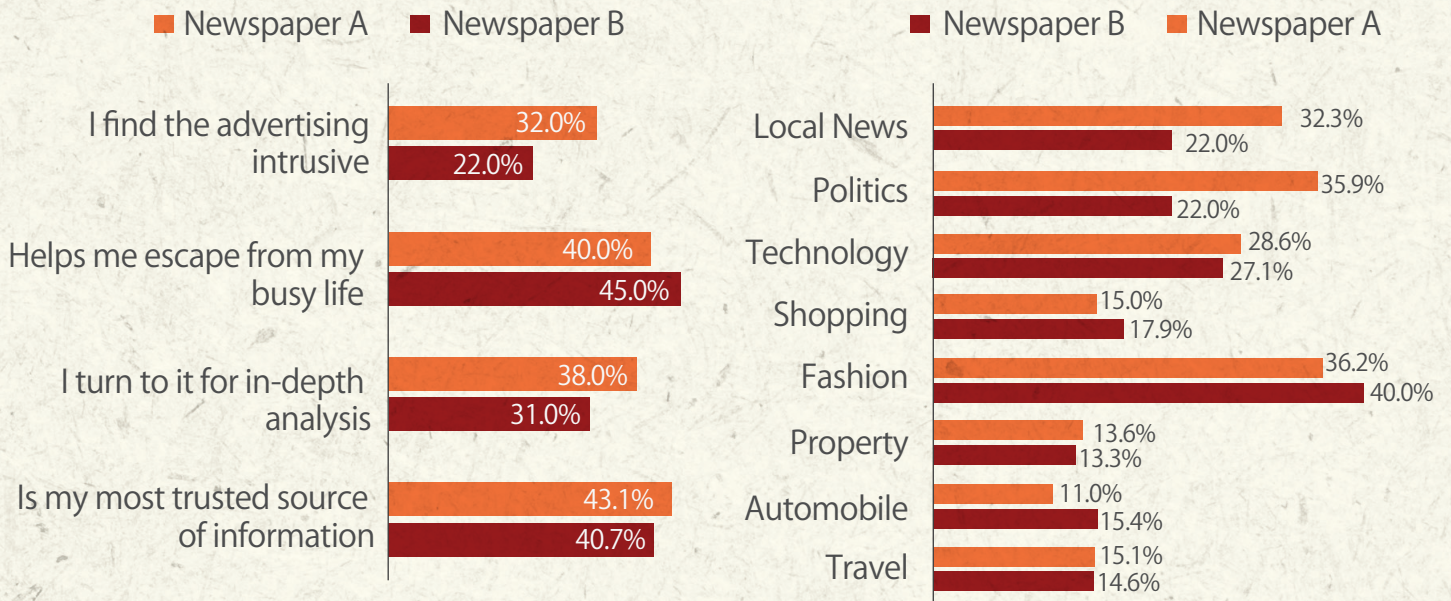
Newspapers, Magazines Read

Topics of interest

	Newspaper A	Newspaper B	Newspaper C	Newspaper D
 Radio listened last week	10%	55%	10%	35%
 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?

1. Understand your consumers better – Identify whether you are reaching the right target audience, analyze your effectiveness in reaching your target group and formulate strategies for effective reach

2. Understand your competition better – How different are they from your readers? Identify competitor strengths and weaknesses. Is there potential to target them?

3. Space Selling – Targeted offerings based on the demographic, product usage and interest profile of your readers

4. Content Creation – Develop content of interest to your target audience

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

	Mumbai	Pune	Kolkata	Delhi NCR [+06/05]	Chennai	Bangalore	Hyderabad	Lucknow	Kanpur [+08/08]	Cochin	Ahmedabad	Surat [+08/08]	Ludhiana	Jaipur [+06/05]	Indore [+08/08]	Patna	Bhubaneswar
Patrika															●		
I- Next									●								
Amar Ujala Compact									●								
Kannada Prabha						●											
Prajavani						●											
Samyukta Karnataka																	
Udayawani																	
Vijay Karnataka						●											
Chandrika																	
Deepika																	
Deshabhimani										●							
Janmabhoomi																	
Kerala Kaumudi																	
Madhyamam																	
Malayala Manorama										●							
Mathrubhumi										●							
Deshonnati																	
Lokmat	●	●															
Loksatta	●	●															
Maharashtra Times	●	●															
Navakal	●																
Pudhari		●															
Punya Nagri																	
Samana	●																
Dainik Lokmat																	
Sakal		●															
Dharitri																	●
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Jag Bani																	
Daily Thanthi					●												
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Andra Jyoti							●										
Eenadu							●										
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Sakshi							●										
Sandesh											●	●					

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Bartaman			●														
Ganashakti			●														
Sangbad Pratidin			●														
Anand Bazaar Patrika			●														

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