

**Consumers' Attitudes Towards Spiritual Quest Of Religious Channels On Television
In Delhi/NCR Region**

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Abstract

Spirituality has always been a part of the Indian psyche. But now, it has found a new vehicle, a twenty-four hours television. The television channels aim to reestablish the old traditional value systems with modern analysis in today's context. Such has been the impact of globalisation on the Indian entertainment sector. The research paper attempts to highlight the consumer's perceptions of religious channels. It also attempts to identify the underlying factors for their likes and dislikes. An empirical study was conducted by using convenience sampling amongst two hundred respondents residing in NCR region, by using likert scale. While hundred per cent respondents found the channels to be very refreshing and stress relieving, at least ninety per cent believed that the airing of such programmes need to be scrutinized as religion is a very sensitive issue. It can lead to potential exploitation of audiences by the 'Con Men.'

Keywords: selling spirituality, religious channels, entertainment marketing.

1. Introduction

Spirituality has never been alien to India or her people, but never was it so much in our face and never did it become so fashionable. Indians had started disbelieving their own traditional knowledge systems. Indians tend to rely on daily doses of their regional folk wisdom, prayers and counseling as a powerful antidote to urban angst. Religion and spirituality are everywhere in books, in newspapers, on television channels and even on the local train. Commercial religion and packaged spirituality are now big business. Nor is it merely about religion — this spirituality is fast becoming a heady mix of mind, body and soul — well packaged and tech-friendly. This is true for each and every religion. In today's times, to attract people to any spiritual experience and yet keep the tenets and teachings of the religion intact is a work of art. It requires a blend of modernity and tradition. Like everything else, spirituality too has to be accessible, interesting and on the go. Little wonder that temples, churches and other religious places of worship are offering live broadcast of mass and pujas on mobile. In three to four years one has come to see a distinct performance genre that can be called tele-puja. This consists of a studio repackaging of all the rituals, yatras, archanas, yajnas, bhajans, dances and various other modes of worship from all over India. Indians can have darshan of all their holy sites (dhaams) on television, buy CDs and DVDs based on telecasts. The wide variety of temples and other religious places plus all festivals throughout India have become available to the Indians. The truth is, we live in extreme conditions — be it work, relationship or academics and this has led to a need for spiritual solace, which is what television gurus, publishers are cashing in on. In fact,

having a guru has become fashionable. There was a time when only retired professionals took interest in spirituality, but today, many youngsters in their teens and early 20s are actively pursuing spirituality. The youth's interest in spirituality is probably the reason why even mainstream media vehicles too, have woken up to the trend. Most newspapers and magazines now reserve a holy corner and publishers no longer shy away from spiritual writers. The latest to cash in on the trend is the idiot box. While we may have all seen these channels in our routine search for news and entertainment on television it is realized that spiritual and religious channels, as a genre, are growing.[1] According to TAM India people meter 2007, which monitors television viewer ship, religious channels have recorded an increase in television rating points (TRP) from 0.7 in 2004 to 0.9 in 2007. In 2007, it had gone up to 2.8 per cent. Interestingly, it had almost started to match the viewer ship for music channels, which stands at around 2 to 2.5 per cent. In the last few years, religion and spirituality-oriented channels have mushroomed in India.[4] Their rising viewer ship figures and revenues make one wonder—**how hot is religion on the Indian screen?** Religious channels might not seem as glamorous as their purely entertainment-based counterparts, yet they have unique advantages in their kitty. The recent spurt in interest in spirituality in urban India has ensured that devotional channel surfing is not limited to Sunday mornings. It has led to a rising demand for television channels wholly devoted to religion and spirituality, 24 hours a day, seven days a week. At barely seven years old, spiritual and religious channels are a new genre in the well-expanded electronic media market in India. [5]

1.1 Emergence of religious/spiritual channel in India

Telecast of Ramayana and Mahabharata laid the foundation for present day religious channels. They proved that a huge market was waiting. When private channels were opened and religious channels started their business, many people raised their eyebrows and of course were paranoid. When the state owned channel Doordarshan ruled the roost, any discourse of religious nature, except brief bhajans or classical music and dance 'kriti' was kept out as a threat to the secular fabric of India. From the phenomenon that television epics Mahabharata and Ramayana were, to the way religion and festivals are being marketed by practically every television channel (including news channels), religion has always had its share of time on Indian television. The first channel to beam across religiously is Astha.[7]

1.2 Factors which have led to the growth of spiritual channels in India.

The impact of globalisation and liberalization cannot be ruled out. People are getting a variety of channels to watch. But, within the media industry, there is stiff competition from within and across the different media vehicles. So, the ones who are watching are watching more channels, the ones who are reading are reading more. In our highly value-based Indian society, people do not take kindly to multiple marriages, extra-marital affairs and other socially unacceptable relationships that are the bedrock of most popular

soaps today. They are getting dejected with channels airing such predictable fare. They find religious channels peaceful. The other big reason for the rise of spiritual/religious channels, is that "Indian homes are generally one-television-set homes, where three generations sit together to watch television. Considering that present-day entertainment programmes try to thrive on the lower instincts of the human mind, it is only natural that viewers switch to enriching programming that benefits the body, mind and soul. This genre of television viewer ship is not restricted to any particular socio-economic class or age group. Many religious performance genres such as the Ramcharita Manas kathaa and Bhagvata kathaa have acquired a new lease of life. Kathaa vaachakas like Murari Bapu, Ojha, Asaram and many others have acquired a national status and are blessed with an international audience. Religious discourses of a wide variety from profound to pathetic, awe inspiring to comic can be seen for nearly 24 hours. These channels promote and advertise ayurvedic medicines, astrology, 'vaastu', religious tourism and rarely spiritual books. But keeping in with the Indian tradition they concentrate most on the individual 'guru' or master and his activities. [6]

2. Current Scenario

2.1 Major players in the market

There are a host of spiritual channels on air — Sanskar, Aastha, Sadhna, Jeevan, God Channel, Zee Jagaran, Maharishi Veda Vision, MiracleNet, Eternal World Television Network (EWTN), Peace television and Ahimsaa — which have registered a steady rise in viewership over the last five years. There are a sufficient number of Christian, Sikh, and Islamic channels. Such channels are coming in a big way. One sees exact replays of sermons delivered in the Bible belt dubbed perfectly in Hindi or Punjabi in the Delhi area.

2.2 The categories of religious programmes on religious channels

1. Worship, or “personal stories”/witnessing: These programmes show personal faith in action, from a ‘committed’, subjective and involved point of view. They show how an individual’s faith affected their lives, culture, and life in the widest sense, how ‘moral tales’, even religious scripture, could be dramatised in a contemporary setting in dramas or soaps, since television is seen as particularly effective at harnessing interest and communicating ideas.

2. Informative or issue based: There are more informative or issue based documentaries and debates, presenting views from a variety of faith or belief perspectives. There are additions, more documentary-style programmes which show aspects of the human lives that are shared across the faiths but which are played out differently. Then there are also shows on channels which cover up certain live ceremonies.

3. Incorporation into mainstream genre: There are also some yoga and meditation shows with people practicing it and benefiting from it. Yoga asanas have made a great come back and one can see that there is a positive impact on health consciousness. Delhi parks in mornings are full of yoga exercisers quite a large number of which are women. Swami Rama Deva is riding the tide in this field. He gives a constant tirade against junk food, soft drinks and packaged food.

Satsangs, pravachans, talks on morality and religious texts form the mainstay of these channels but programming is being overhauled to attract more eyeballs. Breaking away from the monotony of airing pravachans and other genres of spiritual discourses 24/7, these channels are into breaking news, helping the faithful keep in touch with religious congregations in their holy places. If we cannot go to the spiritual mountain, it will come to us by audio, visual and through all the latest gadgets. To help the body reach where the mind goes, the channels also have travel shows like Ganga Sagar Se Gangotri Tak—which offers tips to viewers on holy places and how to reach there on shoestring budgets. Tips to the devout on the best seasons to get the best darshans at all the holy places in the country are also given. The channels also ask viewers to send in grains for Diwali or any other festival if they wished to perform puja along with the channel. The Qtv channel is popular as it is based on issues that concern the Muslim community. It is providing answers on a wide range of day-to-day issues that concern the community. The channel, for instance, has programmes where fatwas and human rights are discussed and debated at length which has elicited a good response from its viewers. Zee Jagran is India's first social-spiritual channel and it is with this positioning in mind that the channel woos its audiences with a mixed bag that is not strictly spiritual. It has movies, astro-shows, cookery shows (only vegetarian food) namely Satvik Rasoi, where onion and garlic-free recipes are made. This is the first sponsored cookery show on a spiritual channel. Zee Jagran also hosts travel shows. The channel even has a mission statement: a communications offering that's Holistic, Secular and above all humanitarian. It has slots like 'Mystic Mornings', 'Awakened Afternoons', and 'Nirvana at Nine'. Zee Jagran is the only channel in the genre that provides to its viewers a taste of mythological movies moving further to broaden the base of their content library. They have acquired titles that offer movie content on social awareness, patriotism, comedy and titles on reincarnation etc. Movies like Upkar, Shahid Bhagat Singh, Purab Aur Paschim, Saransh, Dosti, Ishwar, Roti Kapda aur Makan are a few examples. Almost all channels want to stick to the spiritual route and meddle little with the material world. Yet, Zee Jagran's 'part religious, part popular' strategy has forced Sanskar, Sadhna and Aastha to re-evaluate their approach. Sanskar has added music-based programmes and the immensely popular Art of Living discourses to its repertoire. Sadhna launched an Indian Idol-like bhajan and patriotic singing contest in September 2005, with a prize of rupees five lakh and a contract with T-Series. Most channels have also added shows on other religions like Christianity and Islam to get a wider audience. The recently launched Kitab television includes encouraging talk shows on contemporary issues such as women's rights and education. Beginning with a discussion on the Quran, the channel moves on to programmes on women, children and education. [8][9][10]

The spiritual quest has just begun and it belongs to the gods and the faithful. The news channels like Aaj Tak have a morning spiritual slot called Dharm Aaj Tak. Sahara News has Ramdev. So has India television. But now, religious channels in India are trying to re-invent themselves. Competition has forced them to differentiate and position themselves as brands that entertain diverse viewers and also attract advertisers. Aastha has recently launched Ahimsaa television with programming on environmental and women's issues. Sadhna, which has plans for diversification, will now begin telecasting mythological serials like Tirupati Balaji and Ganesh Mahima. An interesting show on the anvil deals with inmates of Tihar jail and their lives, and focuses on the circumstances and behavioural changes they have undergone in jail. Sadhna channel attracts 'young, corporate people. They are planning to feature motivational speakers like Deepak Chopra, Shiv Khera, and upcoming Delhi author Anil Kumar. They are already telecasting talks by cool guru Vikas Malkani whose simple and informal English is attractive to the young. Recently, live telecast of festivals like Kumbha Mela, Ganesh Chaturthi and Navratri has proven that religion will always be a huge hit with Indians. Live telecast has, in fact, given a fresh fillip to spiritual television. During the Kumbh Mela, Television Audience Measurement Media Research (Tam India) recorded the following figures: in July 2003 Sanskar recorded 6.9 million viewers, Aastha had 5.7 million, Sadhna 0.8 million and God channel had 0.6 million viewers. Live telecasts boost their TRPs. While Sadhna was screening live garba dances during Navratri. Sanskar television somewhat deviated. They covered Ganesh Chaturthi, but again combined the live coverage with other aspects of the festival.[7][8][9][10]

There are significant programme differentiations on various religious channels being developed currently to maximise relevance/accessibility. When they first appeared in 2001-02, getting a religious channel on air was not easy. Though starting a religious channel was often a relatively low cost affair — about rupees 10 crore as against rupees 150 crore-200 crore for general entertainment — yet a genre leader like Sanskar took three years to break even. As for ad spend, between April 2005-March 2006, ad spend on Aastha, for instance went up 75 per cent (from rupees 36.74 lakh to rupees 64.51 lakh). The number of regular advertisers on Sanskar has doubled to 30 between 2004 and 2006. Prime time (4-9 a.m.) ad rates have risen from Rupees 200 per 10 seconds two years ago, to Rupees 500 per 10 seconds. Sometimes, a single advertiser buys a show's rights. For instance, Metro Tyres is the sole sponsor of Osho, aired on Jagran. However, the rates are very low compared to print media or general entertainment channels. All categories do not fit on these channels. Most advertisers are for products and services that cater to senior citizens, the channels' core audience. These include security service firms or herbal potions for the elderly. Advertisers also prefer them because when a person is watching a religious discourse, he usually doesn't surf around. Dabur India, the fifth largest advertiser on Aastha has products that appeal to the audience of these channels and so has taken to Aastha for advertising heavily. Clearly, there are financial gains to be had in targeting these groups through advertising. The range of advertisements they attract includes popular television ads, indigenous ads for diabetes tea, weight loss tea, acupuncture ad programmes, and long tele-shopping ads (one even has film actor Jackie Shroff selling gemstones). There is scope for a variety of products or services to be

advertised on this channel because it's a highly untapped market. Television advertising expenditure figures of AdEx India, a part of TAM, shows that the advertisement spends on these channels has increased. AdEx India found that companies which did not advertise in these channels between 2000-04, suddenly found virtue in doing so. And contrary to expectations that this genre of television would invite advertisers of products like incense and joss sticks, researchers were amazed to find branded jewellery, airlines, banks, lubricants, tyres, baby lotion and surgical equipment with ad spends up to Rupees 5.71 lakh on advertising. This may not be a spectacular sum compared to the ad spends on other channels. More brands will be looking at spiritual and religious channels to advertise on, in another year. Spiritual channels Aastha, Zee Jagran, QTV (the Q is for Quran), God television, and Sanskar are rocking with reality and travel shows making close to Rupees 10 crore from advertisements alone last year. [7][8][9][10]

2.3 Who watches these channels?

It is perhaps a reflection of our times that the nirvana-seekers are getting younger, diverse and experimental. Times have changed. Young people are more stressed, and they find their answers in spiritual discourses and take to such channels 'television psychiatrists'. Somehow, spirituality has taken the form of a medicine for a disease best described as stress. The latest survey of TAM Media Research found more and more young people tuning into these channels in the morning. Nearly 18 per cent of the viewers watching the spiritual channels are in the age group of 25 and 34, while another 17 per cent comes from those between 15 and 24 years. The TAM media research group has found that while the GOD and Sadhna channels had a 100 per cent viewership of 35-plus age group, Aastha had 46 per cent, Sanskar had 41 per cent, Zee Jagran had 60 per cent and QTV had 53 per cent viewership below the age of 35. On an average, across all religious channels, it was found that 54 per cent of viewers were aged 35 and above. No wonder, then, that industries like airlines, branded jewellery and cosmetics are vying for these eyeballs. The distribution of viewership across the socio-economic spectrum is also fascinating researchers. Aastha, Sadhana and Sanskar command between 33 to 39 per cent viewership from socio-economic class A and some 20 to 33 per cent from class B.(Annexure:Graph 1).

2.4 Spirituality goes global

This success has prompted the channels to extend their brand equity to other products and target NRI markets, where cultural products are in great demand. After establishing itself in India and covering a viewership base in 160 countries under the satellite footprint, Aastha television, entered USA, UK and Canada earlier this year as a 24-hour channel through tie-ups with BskyB, DirectTV and ATN. It is available as a 24x7 network to IPTV viewers in Japan, Korea, Taiwan and China. In the near future they are looking at Australia, New Zealand, Fiji and getting onto the Direct-To-Home and Pay television platforms in some of the countries where it is presently Free-To-Air.

While initially targeting NRI's, astha channel promoters are simultaneously building up a content library to reach out and cater to the very large number of people in the western world who are captivated by Vedic knowledge and way of life and are looking to India for their spiritual needs. Thus, while Sadhna and Sanskar are already on air in the US and the UK, Zee Jagran intends to capitalise on its strong overseas presence and syndicate specialised shows in the US. It also plans to follow in Aastha's footsteps and get into high-end merchandise like gift items, magazines, meditation aids, etc. Not just an Indian trend, religious channels have struck a chord with people around the world. The popularity of God television broadcast in Africa, Asia, Europe, America and UK, and EWTN that claims to reach 70 million television homes across the globe, are examples. [7][8][9][10].

3.1 Objectives

- To investigate attitude of consumers towards religious channels and
- To explore the factors for liking and disliking these channels

3.2 Research design

A descriptive research design was conducted to achieve the objectives and convenience sampling method was followed. The study was conducted on 200 respondents. The survey was carried out in Ghaziabad district (Delhi/NCR region) and a well structured questionnaire was developed for the study. The questionnaire was divided into two sections. First part was designed to obtain demographic information about age, occupation and family income. The second part of the questionnaire had a list of questions - a mixture of questions on likert scale and rank order scale.

3.3 Results and findings

Summarised in tables are the findings related to the respondents living in Delhi/NCR region. Overall most respondents found the religious channels interesting. They also found it more soothing and calm than the soap operas. The demographic profile is listed in table 1.

Table 2: Top four most liked religious channels in Delhi/NCR region(N=200)

1.Astha	40%
2.Sanskar	27%
3.Sadhna	22%
4.Zee Jagran	11%

Table 3: Reasons for liking the channels (N=200)**Weighted average**

Entertaining (interesting and lively)	8%	2.09
Refreshing	10%	2.32
Stress relieving	21%	4.6
Meaningful	15%	3.17
Cultural appeal	26%	5.83
Character building	20%	4.0

Table 4 : Attitudes towards watching religious channels on television

Please tell me how well each statement describes your attitudes towards These serials in general : 1 = strongly disagree; 6=strongly agree;	N=200 (std deviation in paranthesis)					
	1-2	3-4	5 –6	Mean	SD	Mode
I find it interesting to watch religious channels.	7.3%	21.5%	71.2%	4.78	0.6	5
These channels are more soothing than the soap operas.	24.6%	35.3%	40.1%	3.87	0.8	6
I switch over to other channels often while watching these channels.	53.3%	34.2%	12.5%	2.70	0.7	2
These channels help to instill values in people.	10.5%	31.6%	57.9%	3.5	0.8	5
These channels are more close to our traditions.	8.5%	23.4%	68.1%	4.5	0.54	5

Table 5: Reasons for not liking the channels**Weighted Average**

Characters lack content.	17%	1.09
Characters lack attractiveness of voice.	19%	2.12
Message is not clear/not convincing/dull.	13%	0.92
There is a mismatch of the snapshots between the crowds and the character.	25%	2.36
The lecture becomes exaggerated/misleading/unreal.	26%	3.82

Table 6: Shows' preferences while watching these channels

	Weighted average	rank
Sermons' delivery (personality) and bhajans etc.,	12.55	1
Mythological movies	7.99	4
Live telecasts from temples etc.,	12.21	2
Astrology based	9.72	3
Cookery shows	2.33	5
Travel shows	2.29	6
Social issues	2.20	7

Table: 1 Descriptive profile of respondents(N=200)

Age	18-30	15%
	31-40	52%
	41-50	28%
	Above 50	5%
Marital status	Single	18%
	Married	82%
Gender	Male	43%
	Female	57%
Education	Under-graduate	3%
	Graduate	44%
	Post-graduate	28%
	Professional/ other	25%
Occupation	Student	10%
	Public employee	14%
	Private employee	30%
	Business/self-employed	26%
	Housewife	20%
Income(p.m)	<10,000	2%
	10,001-25000	12%
	25,001-50,000	26%
	>50,000	60%

It was generally felt that audiences were far more 'open' when viewing or listening to such programmes and did not change the channel frequently while watching or listening to any of these channels. Respondents across all the groups (including people belonging to different religions) were praiseworthy of 'traditional' religious programmes, seeing them as essentially as a service for the housebound and elderly, too often preaching at the audience rather than informing them. Unlike the sought-after evening slots for the other entertainment and news channels, prime time for spiritual/religious channels is 5.00 am to 8.30 am. Beginning a day with a positive note and in God's name are the two main factors which make the channels popular at this hour. Aastha rules at dawn. 90% of the respondents watching spiritual programmes did not switch channels. Spiritual channels are largely personality-driven. Almost 85% respondents claimed that the choice of

watching a particular religious channel mattered on the personality delivering the sermons/gyan. The ratings for their choice of a channel went like – sermons’ delivery (personality) and bhajans, live telecast from temples/ other religious places, astrology based programmes, travel shows, cookery shows and the last item on the list is the social issues. Almost 90% respondents agreed that such channels need to be sensitized and made more quality conscious. 100% of the respondents felt that it was, in principle, a good thing that the television schedules contained such programmes and channels. 85% participants across the groups interviewed in the research saw current religious programming as being on the periphery of broadcasting output, comprising mostly traditional worship or niche output. 80% respondents contrasted the need for a more open perspective with ‘traditional’ religious programmes, which they criticised sometimes as being insular and uninformative.

3.4 Limitations

1. The present study is limited to Delhi/NCR region only.
2. The bias of respondents while responding cannot be eliminated.
3. The study is limited to religious channels only.

4. Conclusion

According to Fam, Waller, Erdogan (2004: 538),” Religion defines the ideals of life, which in turn are reflected in the values and attitudes of societies and individuals. Such values and attitudes shape the behaviour and practices of institutions and members of cultures.”

With competition warming up, the spiritual channels will need all the blessings they can get. The research shows that religion still commands in India. It is felt that programme makers and broadcasters should treat belief, faith and spirituality with seriousness and respect. Individual ‘voices’ would be balanced with objectivity. **Views and beliefs must not be abused.** Spiritual channels have sometimes come under scrutiny for being messengers of a particular religion, a disturbing thought in an environment clouded by religious bigotry. Most of these channels are basically Hindu. And if these channels are tied up with the environment we are living in (be it Ayodhya or Gujarat), the influence of these channels could be significant. In different ways, each channel is trying to diversify into shows that will get them more viewers but the challenge is to get the same viewers more interested. The full-time spiritual channels are knocking at the material world in their quest for viewership and ads—and their efforts appear to be finally paying off.

5. Recommendations

More modern, redefined ‘religious programmes’ can usefully be included in a category included documentaries about specific moral issues; programmes about religious and

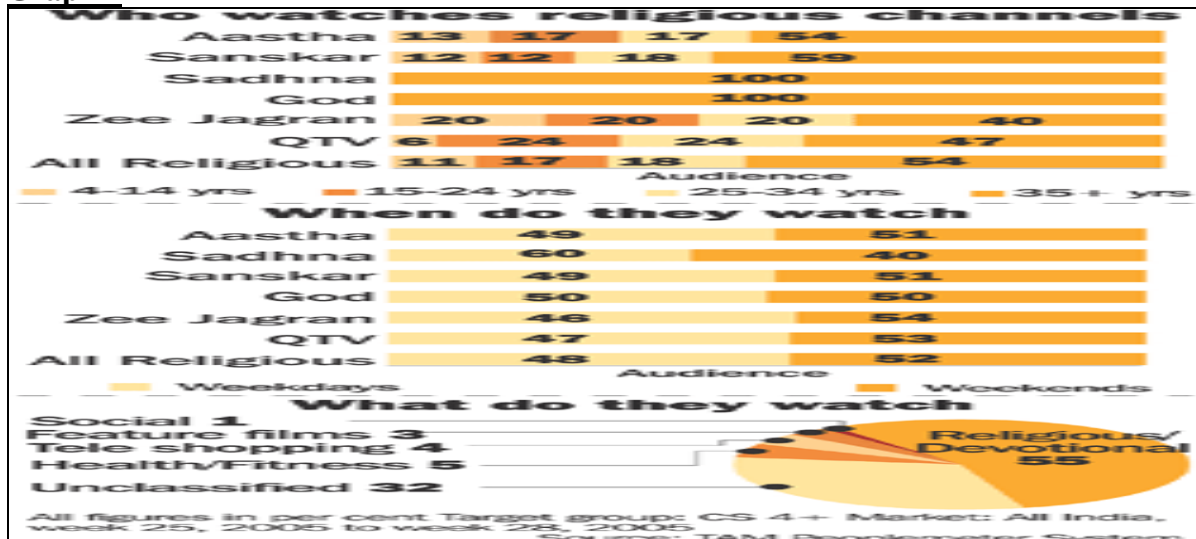
ethnic minorities; history programmes with a faith or belief based focus can also be included. People with a strong interest in programmes which dealt with questions of faith, the manifestation of faith in culture, and meditation and yoga argued that such programmes should take a more robust and challenging approach, as well as be much more informative and educative about all faiths and beliefs, taking care of pronunciations, clarity and appeal of the person delivering the lecture and sermon. Religion is also felt to be a very sensitive issue and it can lead to potential exploitation of audiences by “conmen”. Television in particular has to ‘sell’ these religious channels, thus the message must be refined and controlled so as not to cause any controversy. There is a concern about a variety of types of people, including children, the elderly, lonely, depressed and isolated, all of whom are and can be vulnerable to manipulation. Crucially, any viewer or listener could be vulnerable at some stage in their life. So, these programmes about religion and faith should always be ‘reasonable’ and ‘fair’, i.e. should be very well researched and reliable in their portrayal of faith. Faith-based programmes should present beliefs, culture and values without presenting them as being better than others and having laid down this cornerstone, matters of faith will always involve strong feelings. Carrette J., King Richard(2005)[2] have provided a powerful indictment of the corporate exploitation of the spiritual, using advertising and the media to distort the ethical and philosophical teachings of the world religious traditions to buttress their control of the minds of the people they wish to dominate as their loyal consumers. Serious consumers of all kinds including the preachers of spiritual thought or practice are well-advised to cultivate their self-critical alertness and hone their critical insights.

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7. Annexure

Graph 1



Questionnaire

Part A – Demographic profile

Name -: _____

Sex -: Male _____ Female _____

Age -: 18 - 30 _____ 30 - 40 _____
40 - 50 _____ 50 and above _____

Marital Status -: Single _____ Married _____

Education -: Under-Graduate _____ Graduate _____
Post- Graduate _____ Any other Please Specify _____

Occupation -: Student _____ Public Employee _____
Private Employee _____ Business/ Self Employed _____
Housewife _____

Income -: <10,000 _____ 10,001 - 25,000 _____
25,001 – 45000 _____ > 45,000 _____

Location -: _____

Part B

Q.1 Do you like religious channels being aired on television ? Yes No

Q.2 Do you think the programmes/ religious channels need to be sensitized and more quality conscious, in the context of Ayodhya and Gujarat episodes ? Yes No

Q.3 Please tell me how well each statement describes your attitudes towards religious channels in general : 1 = strongly disagree; 6=strongly agree;

1. I find it interesting to watch religious channels.
2. These channels are more soothing than the soap operas.
3. I switch over to other channels often while watching these channels.
4. These channels help to instill values in people.
5. These channels are more close to our traditions.

Q.4 Which of these factors do you keep in mind while watching these channels?
(rank them - 7 as highest and 1 as lowest)

1. Sermons' delivery (personality) and bhajans etc.,
2. Mythological movies
3. Live telecasts from temples etc.,
4. Astrology based
5. Cookery shows
6. Travel shows
7. Social issues

Q.5 Please rank the following factors for your liking the channels
(rank 1-6;1 – highest, 6 – Lowest)

Entertaining (interesting and lively)	
Refreshing	
Stress relieving	
Meaningful	
Cultural appeal	
Character building	

Q.6 Please rank the following factors for your disliking the channels
(rank 1-5;1 – highest, 5 – Lowest)

Characters lack content.	
Characters lack attractiveness of voice.	
Message is not clear/not convincing/dull.	
There is a mismatch of the snapshots between the crowds and the character.	
The lecture becomes exaggerated/misleading/unreal.	

Q.7 At what time of the day, do you prefer to watch these channels ?

1. Early morning (5 – 8.30)
2. Late Morning (8.30-11.30)
3. Noon time and early afternoon (11.30-2.30)

- | | |
|-------------------------|--------------|
| 4. Late afternoon | (2.30-5.30) |
| 5. Early evening | (5.30-8.00) |
| 6. Late evening/ nights | (8.00-11.00) |

Q.8 Please suggest some types of programmes you wish be included

Q.9 Name the religious channel which you watch most