

## **DESIGN OF DART SURVEY FOR THE YEAR 2004-05**

### **WHAT IS DART ?**

DART (Doordarshan Audience Television Rating) is a method of television viewership data collection from television audience through printed diary which is filled up by the viewer himself at the time of watching television. Diary is distributed and then collected from the sample audience for a week period at the weekend and viewership data format are tabulated, analysed and reported on weekly basis.

### **DART IN DOORDARSHAN BEFORE SEPTEMBER 2001**

DART was in operation in Doordarshan and it regularly provide viewership data to Doordarshan before TAM (Television Audience Measurement) was started by TAM Media Research- a private media research organisation - and / or before Doordarshan began using TAM data. DART was discontinued from August 2001.

### **TAM FOR DOORDARSHAN**

At present Doordarshan uses TAM data to promote commercials. TAM is covering six metros, viz. Delhi, Mumbai, Kolkata, Chennai, Bangalore and Hyderabad and cities/towns having more than 1 lakh population in the states of Maharashtra, Gujarat, Rajasthan, Punjab, Haryana, Chandigarh, Delhi, Himachal Pradesh, Uttar Pradesh, Bihar, Jharkhand, West Bengal, Orissa, Madhya Pradesh, Andhra Pradesh, Tamil Nadu, Karnataka and Kerala. It is yet to cover Assam, North East States and Jammu & Kashmir.

However, TAM data for analysis and reporting are made available to A.R. Units at Delhi, Mumbai, Kolkata, Chennai, Hyderabad, Bangalore, Ahmedabad, Thiruvananthapuram, Jalandhar and Bhubaneswar.

### **NEED FOR REVIVAL OF DART IN DOORDARSHAN**

Doordarshan being a public broadcasting organisation has to broadcast, inter alia, developmental and social welfare programmes in the service of the people. Central/State Government Departments, Semi-Government departments/Organizations and NGOs engaged in public service are interested to invest in developmental and social welfare broadcast for which they need viewership data on regular basis.

At present no viewership data are available on rural audience even from TAM Media Research. TAM is providing data on urban audience only.

Therefore, need for DART survey is felt to be started to provide rural viewership data. Many DDKs where TAM data are not made available for their use also want DART to be conducted even in urban audience of their coverage zone.

In view of this, DART will be conducted in rural audience within the coverage zone of DDKs (18 places) where Doordarshan Audience Research field units are existing it will also be conducted in urban audience at those DDKs where TAM data are not made available for their use.

## **PLACES WHERE DART TO BE CONDUCTED**

DART in rural audience only will be conducted at 9 places, viz. Delhi, Mumbai, Ahmedabad, Bangalore, Hyderabad, Kolkata, Jalandhar, Bhubaneswar and Thiruvananthapuram. At these places TAM data on urban audience only are made available to A.R. Unit for analysis and reporting. DART in both rural and urban audience will be conducted at 9 places, viz, Nagpur, Lucknow, Gorakhpur, Ranchi, Guwahati, Srinagar, Bhopal, Jaipur and Chennai. At these places, except Chennai, TAM data are not made available to A.R. Units for analysis and reporting and, above all, DDKs of these places want DART to be conducted in both the rural and urban audience of their coverage zone.

## **SAMPLE SIZE**

At one place:

Rural	-	200 persons/TV homes
Urban	-	200 persons/TV homes

In the Country:

Rural (at 18 places)	-	3,600 persons/TV homes
Urban (at 9 places)	-	1,800 persons/TV homes

### **Total:**

5,400 persons/TV homes

## **SAMPLE SELECTION**

Multiple stage sample selection will be adopted in both rural and urban audience.

**URBAN:** 20 urban blocks in the town/city where DDK is situated will be selected in such a way that different areas of the town/city and different segments of people are represented in the sample. Then, 10 television homes (after listing television homes) in each selected block will be selected in such a way that all types of TV homes, viz. colour, B&W, C&S, remote, etc and of different socio-economic strata are adequately/proportionately represented. Finally, one person above 10 years in one television home who is willing and can fill up the diary will be selected as sample respondent or panel member. In selecting the respondent care will be taken to represent adequately different sex, age, education and occupation groups in the sample.

**RURAL:** 20 villages in different parts within the coverage zone of the DDK will be selected covering different socio-economic classes of rural people. Then, in each of the selected villages television homes (after listing television homes) and 10 respondents or

panel members (above 10 years) will be selected by following the same method as adopted in selecting urban television homes and respondents.

### **DATA COLLECTION**

For viewership data collection printed diaries will be administered. Casual hands educated up to graduate and above will be engaged on piece rate payment for distribution and collection of diaries. Distribution and collection of diaries will be regularly done once a week at the weekend. The casual hands will have to supervise and ensure that diaries are properly and timely filled up by the respondents. Whenever they feel that certain respondents had not filled up the diaries properly and sincerely, they will replace them by suitable ones. The casual hands will be properly trained for the assigned job and their job will be supervised by regular staff of A.R. Units. The casual hands will be paid after they had done their assigned job satisfactorily.

### **TABULATION**

Tabulation of collected data will be done manually or by computer on weekly basis by engaging casual hands or computer agency and payment for this job will be made on piece rate basis.

Urban data will provide a comparison with TAM urban data.

### **QUALITY CONTROL**

Proper care will be taken in the selection of sample television homes and respondents/panel members so that samples are adequately representative of the universe. Proper care will also be taken in the selection of casual hands and in supervising their job. Diaries will be properly scrutinised before tabulating. Necessary steps will be taken to ensure that diaries are filled in timely and honestly.

### **DATA ANALYSIS AND REPORTING**

Data will be tabulated immediately after the collection of diaries and then analysed to project the viewership for the coverage zone of the Kendra for the state and for the country with rural-urban break up and for C&S and non-C&S homes. Comprehensive report will be submitted by the concerned A.R.Units within 4-5 days in the subsequent week of the weekly coverage. If required, data will be projected by sex, age, education, occupation and income groups as well.

### **COMMENCEMENT OF SURVEY**

The survey will start from May 2004.

### **RATE OF PAYMENT**

Distribution and collection of diaries:

- Rura l - Rs. 25/- per diary
- Urban - Rs. 20/- per diary

Tabulation:

- Rs. 3/- per diary

Besides this, there will be expenditure on printing of diaries, stationery, graphs, charts, report binding, transport, etc. This expenditure for one week at one place for rural survey will be Rs. 1000/- and for both rural and urban survey it will be Rs. 1500/-.

### **LISTING OF TELEVISION HOMES:**

Listing of television homes in 20 selected urban blocks and / or in 20 villages at one place will be done, from which the sample television homes and respondents / panel members will be drawn for the survey. Payment for listing television homes will be made @ Rs. 100/- for a urban block and Rs. 150/- for a village.

### **BUDGET ESTIMATE**

For rural survey only:

- At one place for a week:
  - Distribution and collection of diaries @ Rs. 25/- per diary (200 x 25) - Rs. 5000/-
  - Tabulation of 200 diaries @ Rs. 3/- per diary (200 x 3) - Rs. 600/-
  - Miscellaneous expenses, viz. printing of diaries, stationery, graphs, charts, binding, transport, etc. - Rs. 1000/-
- Total (5000 + 600 + 1000) : Rs. 6600/-**
- For 48 weeks at one place (May 2004 to March 2005)
  - (6600 x 48) - Rs. 3,16,800/-
- For 9 places for 48 weeks:
  - (3,16,800 x 9) - Rs. 28,51,200/-

For rural + urban survey:

- At one place for a week:
  - Distribution and collection of rural diaries @ Rs. 25/- per diary (200 x 25) - Rs. 5,000/-

- Distribution and collection of urban diaries @ Rs. 20/- per diary (200 x 20) - Rs. 4,000/-
- Tabulation of 400 diaries @ Rs. 3/- per diary (400 x3) - Rs. 1,200/-
- Miscellaneous expanses, viz. printing of diaries, stationery, graphs, charts, binding, transport, etc - Rs. 1,500/-

**Total** (5000 + 4000 + 1200 + 1500) : **Rs. 11,700/-**

- For 48 weeks at one place (May 2004 to March 2005):

- (11,700 x 48) - Rs. 5,61,600/-

- For 9 places for 48 weeks:

- (5,61,600 x 9) - Rs. 50,54,400/-

Total budge estimate for survey at 9 places and rural + urban survey at 9 places:

- Rural - Rs. 28,51,200/-
- Urban - Rs. 50,54,400/-
- **Total** - **Rs. 79,05,600/-**

Cost of listing television homes:

- Rural (20 villages):

- At one place @ Rs. 150/- per village (150 x20) -Rs. 3000/-
  - At 18 places (3000 x 18) - Rs. 54000/-

- Urban (20 urban blocks):

- At one place @ Rs. 100/- per village (100 x 20) - Rs. 2000/-
  - At 9 places (2000 x 9) - Rs. 18000/-

**Total** (54,000 + 18,000) - **Rs. 72,000/-**

Total budget estimate for DART survey during 2004-05

- Survey - Rs. 79,05,600/-
- Listing of television households - Rs. 72,000/-
- **Total** - **Rs. 79,77,600/-**

## **SAMPLE DART DIARY**

(For the Week: \_\_\_\_\_ to \_\_\_\_\_)

Name of Respondent \_\_\_\_\_ Address: \_\_\_\_\_

Sex \_\_\_\_\_ Age \_\_\_\_\_

Education \_\_\_\_\_ Occupation \_\_\_\_\_

Family's monthly Income \_\_\_\_\_

Name of Head of Family \_\_\_\_\_

Name of Family Members

Code

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

1  
2  
3  
4  
5  
6

(Code of respondent if 'R')

### **WATCHING OF PROGRAMME/CHANNELS**

#### **Morning**

<u>Date</u>	<u>Time</u>	<u>Programme</u>	<u>Channel</u>	<u>Member</u> <u>who watched</u>	<u>How liked</u> <u>programme</u>
_____	6:00-6:30	_____	_____	_____	_____
_____	6:30-7:00	_____	_____	_____	_____
_____	7:00-7:30	_____	_____	_____	_____
_____	7:30-8:30	_____	_____	_____	_____

#### **Afternoon**

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

#### **Evening**

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

## **TABULATION PLAN**

1. Sample Profile:

2. Watched TV

WATCHED TV

Rural Urban Total

No.% No.% No.%

Date                      Day

05.7.04            Monday  
 06.7.04            Tuesday  
 07.7.04            Wednesday  
 08.7.04            Thursday  
 09.7.04            Friday  
 10.7.04            Saturday  
 11.7.04            Sunday

% Base-total population in sample households of Urban/Rural/Total respectively

3. Channels Watched

Rural                      Urban                      Total  
No.%                      No.%                      No.%

Doordarshan Channel

DD-I (National)

DD-I (Regional)

DD-News

DD-Sports

DD-RLSC/SN

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Private/Cable & Satellite Channels

Star Plus

Sony

Star Gold

Zee TV

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

4. Programmes watched (Channel wise)

Doordarshan Channel:

Date \_\_\_\_\_ Day \_\_\_\_\_

Time	Programme	Duration	Rural	Urban	Total
			No.%	No.%	No.%


NB: Similar Tabulation of programme viewership of other DD Channels & Private Channels may be tabulated and percentage base will be as for sample profile stated above at S.No.2

5. Average viewers per programme of each channel during the week.
6. Top 50 programmes across all Channels.
7. Top 50 programmes across DD Channels.
8. Top 30 programmes across C&S Channels, including DD Channels.
9. Top 10 programmes of the Local Kendra.