

Where does Gujarat get its news from? A Fascinating Peep into Gujarat's Ways of Consuming News

Hyderabad, Telangana Sep 18, 2024 ([IssueWire.com](https://www.issuewire.com)) - InsightCrunch conducted a survey recently in Gujarat, with a sample size of 3,400+ respondents, including both males and females, aged 18 and above. This study has revealed key insights on news consumption preferences in Gujarat. TV grabs the top spot with 40.5% of respondents identifying it as their most trusted and preferred source for news.

Next follows Social Media with 35.28% relying on it for news, and newspapers as the next with 20.47%. Word-of-mouth ranked much lower at 3.72%, indicating a positive shift in people's reliance on trusted sources. This reflects the growing need for verified and professional reportage, as people have become wary of dubious, unverified sources for news.

"Viewership remains key for brands to carefully choose their ad mediums. Our survey finds TV as an undisputed leader of verified news sources, with every 4 out of 10 people choosing TV as their go-to source for news and information in Gujarat," opined Deekshith Vemuganti, Chief Operating Officer at InsightCrunch.

Television's dominance is due to its ability to combine visual and auditory information, giving viewers a sense of realness, thanks to its live reporting. Features like live broadcasts and real-time coverage give television an edge over other news sources, say, Print Media, for example.

A key finding from the survey is the strong preference for regional TV content. Almost 8 out of 10 viewers (78.17%) said that they preferred Gujarati TV channels over non-Gujarati ones. "If you wish to understand what regional content Gujarati populace consumes, InsightCrunch can help with a deep-dive through a quick survey, and bring insights that help shape your ad placement strategies," quipped Deekshith.

"Television's role as Gujarat's top news source highlights how local voices matter. It's a vivid example of how news that speaks to our everyday lives holds the most sway," explained Sudhanshu Gupta, VP of InsightCrunch.

The preference for regional content stems from local channels providing news that's more relevant to viewers' daily lives. Gujarati channels focus on local issues, events, and developments that directly impact the community, like political updates, governance, festivals, and social issues. This makes their content more relatable compared to broader, national coverage.

In effect, television remains the preferred and most trusted news medium in Gujarat, with a significant lead over social media and newspapers. The survey highlights a pronounced preference for regional content, particularly Gujarati TV channels, underscoring the importance of local relevance in news consumption. As viewers seek verified, visually engaging, and culturally pertinent information, media organizations should focus on leveraging these insights to better connect with their audiences and address their evolving needs.

Forward-Looking Statement – At InsightCrunch, we conduct a variety of fascinating researches to understand consumer insights at scale. In a Gujarat-specific survey, our findings highlight a growing preference for verified, visual reporting and a strong demand for regional content. Looking ahead, we see an opportunity for media companies to further leverage television's unique strengths in delivering

timely, culturally relevant news.

About the Company

The company has conducted over 2,250 surveys and collected more than 5.8 million samples, offering a comprehensive and reliable basis for analyzing media usage patterns. Through its robust data collection and analytical capabilities, InsightCrunch provides invaluable insights into how various demographics engage with digital media. Please feel free to contact us for more information, Mobile: +91-9100096877
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