

Chapter – 3

SOCIAL BACKGROUND OF THE RESPONDENTS

It is important to study the social background of the respondents as the social background plays a decisive role in formation of opinion on matters relating to change and innovation etc in society. As such, in this study the researcher enquired about the social background of the respondents in the district town of Golaghat. The researcher interviewed 300 respondents. This group of respondents includes persons belonging to different areas of Golaghat town, castes, economic status, religion, education, sex and age group. In the following paragraphs of this chapter, an attempt has been made to analyze the social background of the respondents.

Locality

To analyze the data relating to locality of the respondent of television viewers in the study town of Golaghat, the data have been classified into eleven categories as it is shown in the table 3.1 below.

Table - 3.1

Locality of the Respondents

Sl. No.	Locality	Frequency	Percentage
01	Old Amolapatty	31	10.33
02	Chandmari	28	9.33
03	Old Amolapatty	29	9.67
04	Benanakhowa	34	11.33
05	Tapan Nagar	26	8.67
06	Arrangapara	27	9.00
07	Kummarpatty	18	6.00
08	Santipur	24	8.00
09	Chakbazar	32	10.67
10	Jonaki Nagar	26	8.67
11	Krishna Nagar	25	8.33
Total		300	100

The data show that among the respondents, more than one-tenth i.e.(11.33), (10.67%,) and (10.33%) respondents are belong to Benganakhowa, Chakbazar, and Old Amolapatty respectively. Again a little less-than one-tenth (9.67%), (9.33%) and (9.00%) are belong to localities of New Amolapatty, Chandmari, and Arrangapara. Whereas (8.67%) respondents are belong to each locality of Tapan Nagar and Jonaki Nagar of Gloaghat town. There are a few respondents (8.33%, 8.00% and (6.00%) who belong to krishna Nagar,Santipur, and kumarpatty respectively.

Age Group

Age is an important component of social background of an individual. Thoughts and ideas of individuals are determined, to a large extent, by age. The age of the respondents of television viewers in the study town are shown in the table 3.2 below.

Table -3.2
Age-groups of the Respondents

Sl. No.	Age Group	Frequency	Percentage
1	11-15	06	2.00
2	16-20	14	4.67
3	21-25	59	19.67
4	26-30	54	18.00
5	31-35	41	13.67
6	36-40	28	9.33
7	41-45	39	13.00
8	46-50	24	8.00
9	Above 50	35	11.67
Total		300	(100.00)

The data reveal in case of age group of the respondents of television viewers in the study town that about one-fifth (19.67%) respondent belonged to 21-25 age category, followed by a little less than one-fifth (18.00%) respondents belonged to 26-30 age group, more than one-tenth (13.67%) respondents belonged to 31-35 age group, again more than one-tenth (13.00%) respondents belonged to 41-45 age group of respondents. On the other hand, (11.67%) respondents belonged to above 50 years of age, (9.33%) respondents belonged to 36-40 age group, (8.00%) respondents belonged to 46-50 age group, while (4.67%) respondents belonged to 16-15 age group and a few (2.00%) respondents belonged to 11-15 age group.

Categorization of Age Group

To analyze the exposure of mass media to the respondents the respondents of television viewers in the study town has been broadly divided into three major categories. (1) Young Age Group (11-30 years), (2) Middle Age Group (31-45 years), and (3) Old or Aged Group (46 & above years). The table 3.3 shows the broad categories of Age Group of the respondents below.

Table - 3.3
Classification of Age Group

Sl. No.	Age Group	Frequency	Percentage
1	Young (11-30 years)	133	44.33
2	Middle (31-45 years)	108	36.00
3	Old/Aged (46 & above years)	59	19.67
Total		300	(100.00)

The data reveal that in the study town of Golaghat among the respondents of television viewers more than two-fifth (44.33%) respondent belonged to young age group whereas more than one-third (36.00%) respondent of television viewers belonged to middle age group. While a little less than one-fifth (19.67%) belonged to Old or Aged group. The data further reveal that majority of the respondents belong to young age group compared other groups of age.

Mother Tongue

Mother Tongue of a person is part of his personal, social and cultural identity. Other impact of the mother tongue is that it brings about the reflection and learning of successful social patterns of acting and speaking. It is basically responsible for differentiating the linguistic competence of acting.

Table - 3.4
Mother Tongue of the Respondents

Sl. No.	Language	Frequency	Percentage
1	Assamese	272	90.67
2	Bengali	16	5.33
3	Hindi	12	4.00
4	Others	0	0.00
Total		300	100.00

The data show that Mother Tongue of the respondents of television viewers in the study town more than of Nine-tenth (90.67%) is Assamese, mother tongue of a few (5.33%) s Bengali While again mother tongue of a few (4.00%) respondent is Hindi. Thus it indicates that all most the respondent of television viewers in the study town is Assamese.

Religion

Religion plays important role in the life of a man as well as in society. Religion is an important component in one's social background. It can mould the attitude and outlook of an individual towards modernity. In social life, religion welds together the followers of a particular religion. The table 3.5 shows the respondent of television viewers in the study town in terms of different religions.

Table - 3.5

Religion of the Respondents

Sl. No.	Religion	Frequency	Percentage
1	Hindu	276	92.00
2	Islam	09	3.00
3	Christianity	08	2.67
4	Jainism	07	2.33
5	Others	0	0.00
Total		300	100.00

The data show the religion of the respondents in the study town that more than nine-tenth (92.00%) respondents belonged to the religion of Hindu, followed by a few (3.00%) respondent of television viewers belonged to the religion of Islam. Whereas a few (2.67%) respondents of television viewers in the study town belonged to the religion of Christian while a few (2.33%) respondent belonged to the religion of Jainism.

Sex ratio of the Respondents

Sex plays important role in the life of a man as well as in society. Sex is an important component in one's social background. It can mould the attitude and outlook of an individual towards modernity. The table - 3.6 shows the respondents of television viewers in the study town in terms of sex.

Table - 3.6

Sex ratio of the respondents

Sl. No.	Sex	Frequency	Percentage
1	Male	146	48.67
2	Female	154	51.33
Total		300	100.00

The data show that among the respondent of television viewers in the study town more than half (51.33%) respondent belonged to female category of sex. While a less than half (48.67%) respondent of television viewers belonged to male category of sex.

Caste/Community

Caste is an important factor for the individual of the Indian society. The word 'caste' is used in a man's everyday life and consideration of caste continues to influence social intercourse even to this day. Caste system occupies a unique position in the Indian social structure which is closely related to the life of an individual. The influence of the caste system in the social, economic and religious aspects of life cannot be under-estimated. In the Indian society, of the status of an individual is determined by his caste. So, it is caste which determines the status of a man in society. There are some distinctive customs, norms and values of each caste. It is important to know the castes to which the respondents belong. In the table 3.7 the researcher has shown the caste of the respondents of the study town.

Table – 3.7
Caste/Community of the respondents

Sl. No.	Caste /Community	Frequency	Percentage
1	Brahmin	39	13.00
2	Kalita	94	31.33
3	Keot	19	6.33
4	Bengali	16	5.33
5	Marwari	12	4.00
6	Muslim	09	3.00
7	Koch	22	7.33
8	Ahom	34	11.33
9	Chutia	27	9.00
10	Kaivarta	13	4.33
11	Mishing	09	3.00
12	Bodo	06	2.00
Total		300	100.00

The data show that among the respondents of television viewers in the study town a little less than one-third (31.33%) respondent belonged to the caste of Kalita followed by , more than one-tenth (13.00%) respondent belonged to Brahmin whereas more than one-tenth (11.33%) respondent of television viewers in the study town belonged to Ahom community. While a little less than one-tenth (9.00%) respondent of television viewers belonged to Chutia community followed by a few (7.33%) respondent of television viewers belonged to Koch community. On the other hand a few (6.33%) respondent of television viewers belonged to Keot community, (5.33%) respondent of television viewers belonged to Bengali community. In case of respondents of television viewers in the study town (4.33%) respondent belonged Kaivartta community followed by a few (4.00%) respondent belonged to Marwari community. The data further reveal that a few (3.00%) respondent belonged to Muslim community followed by a few (3.00%) respondent belonged to Mishing community and (2.00%) respondent of television viewers belonged to the community of Bodo.

Caste Category

Caste Category is also an important component of social background of an individual. Caste category occupies a unique position in the Indian polity which is closely related to the life of an individual. The influence of the caste category in the social, economic and religious aspects of life cannot be under-estimated. In the Indian society, of the status of an individual is determined by his caste category. In the table - 3.8 the researcher has shown the caste category of the respondent of television viewers in the study town.

Table - 3.8
Caste Category of the Respondents

Sl. No.	Caste Category	Frequency	Percentage
1	General	189	63.00
2	OBC	83	27.67
3	SC	13	4.33
4	ST	15	5.00
Total		300	100.00

The data indicate that among the respondents of television viewers in the study town more than three-fifth (63.00%) respondent belonged to General Caste category whereas less than one-third (27.67%) respondent of television viewers belonged to Other Backward Caste (OBC) category. On the other hand a few (4.33%) respondent of television viewers belonged to Scheduled Caste (SC) category whereas a few (5.00%) respondent belonged to Scheduled Tribes (ST).

Marital Status

Marital status is an important component of social background of an individual. Marriage occupies a unique position in the Indian society which is closely related to the life of an individual. The table - 3.9 reveals the data relating to marital status of the respondents of television viewers in the study town.

Table - 3.9
Marital Status of the respondents

Sl. No	Marital Status	Frequency	Percentage
1	Married	201	67.00
2	Unmarried	99	33.00
Total		300	100.00

The data indicate that among the respondents of television viewers in the study town more than two-third (67.00%) respondent belonged to married category whereas one-third (33.00%) respondent belonged to unmarried category.

Language Known

Language has been playing important role in case of social change. By learning different languages people can achieve more and more knowledge and information relating to different society, culture and way of life practised by people living in different societies. The table - 3.10 shows the respondent of television viewers in terms of their status of language known in the study town.

Table - 3.10
Language known by the respondents

Sl. No.	Language Known	Frequency	Percentage
1	Hindi & Assamese	45	15.00
2	English, Hindi & Assamese	153	51.00
3	English, Hindi, Assamese & Bengali	88	29.33
Total		300	100.00

The data indicate that among the respondents of television viewers in the study town more than half (51.00%) respondent know English, Hindi and Assamese whereas more than one-fourth (29.33%) respondent know English, Hindi, Assamese and Bengali. A little less

than two-tenth (15.00%) respondent of television viewers in the study town know the languages of Hindi and Assamese.

Educational Qualification of the Respondent

Education is an important tool by which we can judge whether a particular society is advanced or not. Since this study was concerned with mass media communication and society, and education is important for mass media communication, we enquired of the educational standards of the respondents of town under the study. Table-3.11 shows the educational standard of the respondents.

Table – 3.11
Educational Qualification of the Respondent

Sl. No.	Educational Qualification	Frequency	Percentage
1	High School	22	17.33
2	Higher Secondary School	86	18.67
3	Graduate	133	44.33
4	Post Graduate	37	12.33
5	Technical	13	4.33
6	Professional	09	3.00
Total		300	100.00

The data show that among the respondents of television viewers in the study town more than two-fifth (44.33%) respondents' level of education is Graduation. Whereas less than two-tenth (18.67%) of the respondents' level of education is Higher Secondary. The data further indicate that less than one-fifth (17.33%) respondents of television viewers in the study town belonged to High School level of education and more than one-tenth (12.33%) respondents of television viewers belonged to Post-Graduate level of education category. While a few (4.33%) respondent of television viewers belonged to technical education followed by a few (3.00%) belonged to professional. The respondents are broadly divided

into four categories on the basis of the above result. Primary Level: 22, Secondary level: 86, Higher education: 170 and others (Technical & Professional): 22.

Educational Qualification of the Father

Education is an important tool by which we can judge whether a particular society is advanced or not. Like that education is also important for the parents of a household. Table – 3.12 shows the educational qualification of fathers of the respondents of television viewers in the study town.

Table - 3.12
Educational qualification of the respondents' fathers

Sl. No.	Educational Qualification	Frequency	Percentage
1	High School	140	46.67
2	Higher Secondary	57	19.00
3	Graduate	71	23.67
4	Post Graduate	14	4.67
5	Technical	10	3.33
6	Professional	08	2.67
Total		300	100

The data reveal that educational qualification of the respondent of television viewers in the study town more than two-fifth (46.67%) respondents' fathers belonged to the educational level of high school whereas about one-fourth (23.67%) fathers of respondents belonged to the educational level of Graduate. A little less than one-fifth (19.00%) fathers of television viewers belonged to Higher Secondary Level. While educational qualification of respondents' fathers a few (4.67%) have Post-Graduate level of education, followed by (3.33%) have technical education and (2.67%) professional education.

Educational Qualification of the Mother

Education is an important tool by which we can judge whether a particular society is advanced or not. Like that education is also important for the parents of a household. The table -3.13 shows the educational qualifications of the respondents' mothers.

Table - 3.13

Educational qualification of the respondents' mothers

Sl. No.	Educational Qualification	Frequency	Percentage
1	High School	180	60.00
2	Higher Secondary	66	22.00
3	Graduate	32	10.67
4	Post Graduate	09	3.00
5	Technical	08	2.67
6	Professional	04	1.33
Total		300	100.00

The data reveal that in case of educational qualification of mothers of respondents three-fifth (60.00%) respondents' mothers are high school level. Whereas more than one-fifth (22.00%) are Higher Secondary and a little more than one-tenth (10.67%) is Graduate Level. While a few (4.67%), (3.33%) and (2.67%) are Post Graduate, Technical and Professional level respectively.

Occupation of the Respondent

Occupation determines, to a great extent, one's mode of living, thinking and behaviour etc. Therefore, it is necessary to know the occupations of the respondents. To analyze the occupation of the respondent of television viewers in the study town the data have been classified into ten categories – (1) House wife, (2) Student (3) Unemployed persons (4) Government officer, executive manager (4) Professional (Engineer/Doctor/College Teacher), (5) Businessman, (6) White collars (Shop keeper/Clerks/School Teacher), (7) Skilled worker, (8) Unskilled worker, (9) Retired Person. Table – 3.14 shows the occupations of the respondents of the town under study.

Table - 3.14

Occupation of the Respondents

Sl. No.	Occupation	Frequency	Percentage
01	Housewife	38	12.67
02	Student	47	15.67
03	Unemployed	04	01.33
04	Govt. Official/Executive/Manager	39	13.00
05	Professionals(Engineer/Doctor/College Teacher)	49	16.33
06	Businessman	16	05.33
07	White Collars (Shop-keeper/Clerks/School Teacher)	58	19.33
08	Skilled Worker	20	06.67
09	Unskilled Worker	19	06.33
10	Retired Person	10	03.33
Total		300	100.00

The data show that among the respondent of television viewers in the study town about one-fifth (19.33%) respondents' occupation belonged to White Collars (Shop-keeper/Clerks/School Teacher) followed by less than one-sixth (16.33%) respondents' occupation belonged to Professionals (Engineer/Doctor/College Teacher). On the other hand less than one-sixth (15.67%) respondents' occupation belonged to student. Whereas (13.00%) respondents' occupation belonged to Govt. Official/Executive/Manager, In case of occupation of (12.67%) and (6.67%) respondents' were Housewife and Skilled Worker respectively. While a few (5.33%) respondents' occupation belonged to Businessman followed by (3.33%) respondents' occupations belonged to Retired persons.

Occupation of the Respondents (Subsidiary)

It was enquired as to whether the respondents were engaged in any subsidiary occupation. The table - 3.15 shows the percentages of the respondents engaged in subsidiary occupation.

The following category of occupations, such as housewife, student, unemployed, government official/executive/manager, professionals like engineer/doctor/college teacher, businessman, white colour jobs like shopkeeper/clerk/school teacher, skilled worker, unskilled worker, retired person were included.

Table - 3.15
Occupation of the Respondent (Subsidiary)

Sl. No.	Occupation	Frequency	Percentage
1	Housewife	00	0.00
2	Student	00	0.00
3	Unemployed	00	0.00
4	Govt. Official/Executive/Manager	00	0.00
5	Professionals(Engineer/Doctor/College Teacher)	00	0.00
6	Businessman	02	0.67
7	White Collars(Shop-keeper/Clerks/School Teacher)	03	1.00
8	Skilled Worker	02	0.67
9	Unskilled Worker	00	0.00
10	Retired Person	06	2.00
Total		13	4.34

The data show that out of the total respondents of the town studied, 13(4.34%) respondents were found engaged in subsidiary occupations. Out of these 13, as many as 02(0.67%) respondents were found engaged as businessman, 03 (1.00%) were engaged in white colour jobs like shopkeeper/clerk/school teacher, 02 (0.67%) were engaged in skilled worker, and 06 (2%) were retired persons respectively.

Occupation of the Father

Occupation of the father of a respondent determines, to a great extent, one's mode of living, thinking and behaviour etc. Therefore, it is necessary to know the occupations of the

respondents' fathers. The table - 3.16 shows the occupations of the respondents' fathers of the town of Golaghat under study.

Table – 3.16
Occupation of the Respondents' fathers

Sl. No	Occupation	Frequency	Percentage
1	Unemployed	40	13.33
2	Govt. Official/Executive/Manager	66	22.00
3	Professionals(Engineer/Doctor/College Teacher)	39	13.00
4	Businessman	14	4.67
5	White Collars(Shop-keeper/Clerks/School Teacher)	78	26.00
6	Skilled Worker	08	2.67
7	Unskilled Worker	06	2.00
8	Retired Person	49	16.33
Total		300	100.00

The data show that occupation of the fathers of the respondents of television viewers in the study town more than one-fourth (26.00%) belonged to White Collars (Shop-keeper/Clerks/School Teacher), and more than one-fifth (22.00%) belonged to Govt. Official/Executive/Manager. Whereas more than one-tenth each (13.33%) belonged to unemployed and (13.00%) belonged to Professionals (Engineer/Doctor/College Teacher). While a few (4.67%), (2.67%), and (2.00%) belonged to Businessman, Skilled worker and unskilled worker respectively.

Occupation of the Father (Subsidiary)

It was enquired as to whether the respondents' fathers were engaged in any subsidiary occupation. Table-3.17 shows the percentages of the respondents' father engagement in subsidiary occupation.

It may be mentioned here that in any other category of occupations, such as unemployed, government official/executive/manager, professionals like engineer /doctor

/college teacher, businessman, white colour jobs like shopkeeper/clerk/school teacher, skilled worker, unskilled worker, retired person were included.

Table - 3.17

Occupation of the Fathers (Subsidiary)

Sl. No.	Occupation	Frequency	Percentage
1	Unemployed	0	00.00
2	Govt. Official/Executive/Manager	0	00.00
3	Professionals(Engineer/Doctor/College Teacher)	13	4.33
4	Businessman	02	0.67
5	White Collars(Shop-keeper/Clerks/School Teacher)	03	1.00
6	Skilled Worker	0	0.00
7	Unskilled Worker	0	0.00
8	Retired Person	0	0.00
Total		18	6.00

The data show that out of the total respondents of the town studied, 18(6.00%) respondents' fathers were found engaged in subsidiary occupations. Out of these 18, as many as 13(4.33%) were found engaged in professionals like engineer/doctor/college teacher, 03(1.00%) were engaged in white colour jobs like shopkeeper/clerk/school teacher, 02 (0.67%) were engaged as businessmen, and 03 (1.00%) were white collars jobs like shopkeeper/clerks/school teacher respectively.

Occupation of the Respondents' Mothers

Occupation of the mother of a respondent determines, to a great extent, his/her mode of living, thinking and behaviour etc. Therefore, it is necessary to know the occupation of the mothers of the respondents. Table-3.18 shows the occupation of the mothers of the respondents of the town under study.

Table - 3.18

Occupation of the Respondents' Mothers

Sl. No.	Occupation	Frequency	Percentage
01	Housewife	138	46.00
02	Govt. Official/Executive/Manager	19	6.33
03	Professionals(Engineer/Doctor/College Teacher)	18	6.00
04	Businessman	06	2.00
05	White Collars(Shop-keeper/Clerks/School Teacher)	41	13.67
06	Skilled Worker	31	10.33
07	Unskilled Worker	42	14.00
08	Retired Person	05	1.67
Total		300	100.00

The data reveal that among the respondents' mothers, about half (46.00%) were housewife; a few (6.33%) were government officials/executive/manager as the study reveals. On the other hand, a few (6.00%) respondents' mothers were found as professionals like engineer/ doctor/college teacher. Few (2.00%) respondents' mothers were found businessmen of the town under study. The study reveals the occupation of more than one-tenth (13.67%) respondents' mothers were white collars like shopkeeper/clerk/school teacher, one-tenth (10.33%) were skilled workers, less than one-sixth (14.00%) were unskilled workers, and few (1.67%) were retired persons respectively.

Native Place of the Respondent

The table 3.18 shows the native place of the respondents of television viewers in the study town of Golaghat below.

Table - 3.19
Locality of the Respondents (Native Place)

Sl. No.	Native Place	Frequency	Percentage
01	Golaghat	161	53.67
02	Jorhat	37	12.33
03	Bokakhat	17	5.67
04	Dhansiri	08	2.67
05	Dergaon	37	12.33
06	Others	40	13.33
Total		300	100.00

The data show that the native place of the respondents of television viewers in the study town Golaghat, more than half (53.67%) of the respondents are originated at Golaghat, While more than one-tenth (12.33%) respondents are originated from Jorhat, a few (5.67%) from Bokakhat, and few (2.67%) from Dhansiri. The study further reveals that the native place of more than one-tenth (12.33%) respondents is Dergaon and again more than one-tenth (13.33%) respondents are originated from other places of the state of Assam as well as India.

Length of Residence in Golaghat Town (Year- wise)

Length of reside at an urban setting impacts upon the mind- set of the people. The length of residence indicates the duration that how long they are living in that particular area. To analyze the length of residence in the village, the data have been categorized into nine categories: (1) Since birth (2) 01-05 years (3) 6-10 years (4) 11-15 years (5) 16-20 years (6) 21-25 years (7) 26-30 years and (8) More than 30 years. The distribution of the respondents into these categories is shown in the table - 3.20 below.

Table - 3.20
Length of reside of the Respondents at Golaghat town

Sl. No.	Age Group	Frequency	Percentage
01	Since Birth	131	43.67
02	1-5 Years	26	8.67
03	6-10 Years	48	16.00
04	11-15 Years	27	9.00
05	16-20 Years	24	8.00
06	21-25 Years	16	5.33
07	26-30 Years	04	1.33
08	More than 30 Years	24	8.00
Total		300	100.00

The data reveal that among the respondents more than two-fifth (43.67%) have been living at Golaghat town since their birth, followed by less than one-tenth (8.67%) respondents have been living for last 1-5 Years, less than one-sixth (16.00%) respondents are living for last 6-10 years, less than one-tenth (9.00%) respondents are living for last 11-15 years, again less than one-tenth (8.00%) respondents are living for last 16-20 years. A few (5.33%) respondents are living for last 21-25 years, few (1.33%) respondents are living for last 26-30 Years and about one-tenth (8.00%) respondents are living for more than 30 years respectively.

Household Consumption Pattern

Household consumption is an important component of one's social background. The social status of a person is to a large extent, determined by household consumption pattern inherent by him. Moreover, an individual is guided by household consumption in regard to attitudes and style of life.

Hence, it is necessary to study the household consumption of the respondents of the town under study. According to different occupations, the respondents were falling into different household consumption groups.

The table-3.21 shows the respondents of the study town falling into different household consumption groups. Household consumption pattern of the respondents are measured through pointer scale. The respondents of the study town are fallen into 5 (five) household consumption groups i.e. (01) Very Low (1-30), (02) Low (31-60), (3) Average (61-90), (4) High (91-120) and (5) Very High (121-150).

Table - 3.21

Household consumption of the Respondents

Sl. No.	Group of Consumption Pattern	Frequency	Percentage
01	Very Low (1-30)	09	3.00
02	Low (31-60)	50	16.67
03	Average (61-90)	122	40.67
04	High (91-120)	76	25.33
05	Very High (121-150)	43	14.33
Total		300	100.00

The data indicate that household consumption pattern of more than two-fifth (40.67%) respondents are falling into Average (61-90) category followed by more than one-fourth (25.33%) respondents are falling into High (91-120) category. Whereas one-sixth (16.67% and a little less than one-sixth (14.33%) are falling into Low (31-60) and Very High (121-150) respectively. A few (3.00%) respondents are falling into Very Low (1-30) category of household consumption pattern.

From the above analysis of the data we have derived the following main findings

(1) The study shows that among the respondents, more than one-tenth i.e. (11.33), (10.67%), and (10.33%) respondents are belonged to Benganakhowa, Chakbazar, and Old Amolapatty respectively. Again a little less-than one-tenth (9.67%), (9.33%) and (9.00%) are

belonged to localities of New Amolapatty, Chandmari, and Arrangapara; whereas (8.67%) respondents are belonged to each locality of Tapan Nagar and Jonaki Nagar of Golaghat town. There are a few respondents (8.33%, 8.00% and (6.00%) who are belonged to Krishna Nagar, Santipur, and Kumarpatty respectively.

(2) The study reveals in case of age group of the respondents of television viewers in the study town of Golaghat that about one-fifth (19.67%) respondent are belonged to 21-25 age category, followed by a little less than one-fifth (18.00%) respondents are belonged to 26-30 age group, more than one-tenth (13.67%) respondents are belonged to 31-35 age group, again more than one-tenth (13.00%) respondents are belonged to 41-45 age group of respondents. On the other hand, (11.67%) respondents are belonged to above 50 years of age, (9.33%) respondents are belonged to 36-40 age group, (8.00%) respondents are belonged to 46-50 age group; while a few (4.67%) respondents are belonged to 16-15 age group and few (2.00%) respondents are belonged to 11-15 age group.

(3) The study reveals that in the study town among the respondents of television viewers more than two-fifth (44.33%) respondents are belonged to young age group whereas more than one-third (36.00%) respondents of television viewers are belonged to middle age group. While a little less than one-fifth (19.67%) respondents are belonged to Old or Aged group. The data further reveal that majority of the respondents are belonged to young age group compared other groups of age.

(4) The study shows that Mother Tongue of the respondents of television viewers in the study town more than nine-tenth (90.67%) is Assamese, mother tongue of a few (5.33%) is Bengali. While again mother tongue of a few (4.00%) respondents is Hindi. Thus it indicates that mother tongue of all most all the respondents of television viewers in the study town is Assamese.

(5) The study shows the religion of the respondents in the study town that more than nine-tenth (92.00%) respondents are belonged to the religion of Hindu, followed by a few (3.00%) respondents of television viewers are belonged to the religion of Islam. Whereas a

few (2.67%) respondents of television viewers in the study town are belonged to the religion of Christian while a few (2.33%) respondents are belonged to the religion of Jainism.

(6) The study shows that among the respondents of television viewers in the study town more than half (51.33%) respondents are belonged to female category of sex. While a less than half (48.67%) respondents of television viewers are belonged to male category of sex.

(7) The study indicates that among the respondents of television viewers in the study town a little less than one-third (31.33%) respondents are belonged to the caste of Kalita followed by more than one-tenth (13.00%) respondents are belonged to Brahmin whereas more than one-tenth (11.33%) respondents of television viewers in the study town are belonged to Ahom community. While a little less than one-tenth (9.00%) respondents of television viewers are belonged to Chutia community followed by a few (7.33%) respondents of television viewers are belonged to Koch community. On the other hand a few (6.33%) respondents of television viewers are belonged to Keot community, (5.33%) respondents of television viewers are belonged to Bengali community. In case of respondents of television viewers in the study town again a few (4.33%) respondents are belonged to Kaivartta community followed by a few (4.00%) respondents are belonged to Marwari community. The data further reveal that a few (3.00%) respondents are belonged to Muslim community followed by a few (3.00%) respondents are belonged to Mishing community and few (2.00%) respondents of television viewers are belonged to the community of Bodo.

(8) The study reveals that among the respondents of television viewers in the study town more than three-fifth (63.00%) respondents are belonged to General Caste category whereas less than one-third (27.67%) respondents of television viewers are belonged to Other Backward Caste (OBC) category. On the other hand a few (4.33%) respondents of television viewers are belonged to Scheduled Caste (SC) category whereas a few (5.00%) respondents are belonged to Scheduled Tribes (ST).

(9) The study indicates that among the respondents of television viewers in the study town more than two-third (67.00%) respondents are belonged to married category whereas one-third (33.00%) respondents are belonged to unmarried category.

(10) The study indicates that among the respondents of television viewers in the study town more than half (51.00%) respondents are known to English, Hindi and Assamese whereas more than one-fourth (29.33%) respondents are known to English, Hindi, Assamese and Bengali. A little less than two-tenth (15.00%) respondents of television viewers in the study town are known to the languages of Hindi and Assamese.

(11) The study shows that among the respondents of television viewers in the study town more than two-fifth (44.33%) respondents' level of education is Graduation. Whereas less than one-fifth (18.67%) of the respondents' level of education is Higher Secondary. The data further indicate that less than one-fifth (17.33%) respondents of television viewers in the study town are belonged to High School level of education and more than one-tenth (12.33%) respondents of television viewers are belonged to the Post-Graduate level of education category. While a few (4.33%) respondents of television viewers are belonged to technical education followed by a few (3.00%) are belonged to professional.

(12) The study reveals that educational qualification of the fathers' of the respondents of television viewers in the study town more than two-fifth (46.67%) are belonged to the educational level of high school whereas about one-fourth (23.67%) fathers' of the respondents are belonged to the educational level of Graduate. A little less than two-tenth (19.00%) fathers' of the television viewers are belonged to the Higher Secondary Level of education. While educational qualification of a few (4.67%) fathers of the respondents are belonged to the Post-Graduate level followed by few (3.33%) technical and again few (2.67%) professional.

(13) The study reveals that in case of educational qualification of mothers of the respondents three-fifth (60.00%) mothers are belonged to high school level of education. Whereas more than two-tenth (22.00%) are belonged to Higher Secondary level and a little

more than one-tenth (10.67%) are belonged to Graduate Level of education. While a few (4.67%), (3.33%) and (2.67%) are belonged to Post Graduate, Technical and Professional level of education respectively.

(14) The study shows that among the respondent of television viewers in the study town about one-fifth (19.33%) respondents' occupation is belonged to White Collars (Shop-keeper/Clerks/School Teacher), followed by one-sixth (16.33%) respondents' occupation is belonged to Professional (Engineer/Doctor/College Teacher). On the other hand a little less than one-sixth (15.67%) respondents' occupation is belonged to student. Whereas more than one-tenth (13.00%) respondents' occupation is belonged to Govt. Official/Executive/Manager, In case of occupation of more than one-tenth (12.67%) and a few (6.67%) respondents' are belonged to the Housewives and Skilled Worker respectively. While a few (5.33%) respondents' occupation is belonged to Businessman category, followed by few (3.33%) respondents' occupation is belonged to Retired person.

(15) The study shows that out of the total respondents of the study town, a few (4.34%) respondents are found in engaged subsidiary occupations. Out of these, as many as few (0.67%) respondents are found engaged as businessmen, a few (1.00%) are engaged in white colour jobs like shopkeeper/clerk/school teacher. Whereas, few (0.67%) respondents are engaged as skilled- workers and a few (2.00%) are retired persons respectively.

(16) The study shows that occupation of the fathers of the respondents of television viewers in the study town more than one-fourth (26.00%) are belonged to White Collars (Shop-keeper/Clerks/School Teacher), and more than one-fifth (22.00%) are belonged to Govt. Official/Executive/Manager. Whereas more than one-tenth each (13.33%) are belonged to unemployed and again more than one-tenth (13.00%) are belonged to Professionals (Engineer/Doctor/College Teacher). While a few (4.67%), (2.67%), and (2.00%) respondents are belonged to the occupations of Businessman, Skilled worker and unskilled worker respectively.

(17) The study reveals that out of the total respondents of the study town, a little less than a few (6.00%) respondents' fathers are found engaged in subsidiary occupations. Whereas, (4.33%) are found engaged in professionals like engineer/doctor/college teacher, (1.00%) are engaged in white colour jobs like shopkeeper/clerk/school teacher, (0.67%) are engaged as businessmen, and again (1.00%) are engaged in white collars jobs like shopkeeper/clerks/school teacher respectively

(18) The study reveals that among the respondents' mothers, about half (46.00%) are housewife, about one-fifth (6.33%) are government officials/executive/manager as the study reveals. On the other hand, a few (6.00%) respondents' mothers are found as professionals like engineer/ doctor/college teacher. Few (2.00%) respondents' mothers are found businessmen of the town under study. The study further reveals the occupation of more than one-tenth (13.67%) respondents' mothers are white collars like shopkeeper/clerk/school teacher, one-tenth (10.33%) are skilled workers, about less than one-fifth (14.00%) are unskilled workers, and a few (1.67%) are retired persons respectively.

(19) The study shows that the native place of the respondents of television viewers in the study town Golaghat, more than half (53.67%) of the respondents are originated at Golaghat, While more than one-tenth (12.33%) respondents are originated from Jorhat, a few (5.67%) from Bokakhat, while few (2.67%) from Dhansiri. The study further reveals that the native place of more than one tenth (12.33%) respondents is Dergaon and again more than one-tenth (13.33%) respondents are originated from other places of the state of Assam as well as India.

(20) The study reveals that among the respondents more than two-fifth (43.67%) have been living at Golaghat town since their birth, followed by less than one-tenth (8.67%) respondents have been living for last 1-5 Years; while one-fifth (16.00%) respondents are living for last 6-10 years. On the other hand, about one-tenth (9.00%) respondents are living for last 11-15 years, less than one-tenth (8.00%) respondents are living for last 16-20 years, a few (5.33%) respondents are living for last 21-25 years and few (1.33%) respondents are

living for last 26-30 Years; whereas a little less than one-tenth (8.00%) respondents are living for more than 30 years at Golaghat town.

(21) The study indicates that household consumption pattern of more than two-fifth (40.67%) respondents are falling into Average (61-90) category followed by more than one-fourth (25.33%) respondents are falling into High (91-120) category. Whereas more than one-sixth (16.67% and one-seventh (14.33%) are falling into Low (31-60) and Very High (121-150) consumption category respectively. A few (3.00%) respondents are falling into Very Low (1-30) category of household consumption category.