



RESEARCH ARTICLE :

Profile characteristics of radio listeners in Raichur district of NE Karnataka

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SUMMARY : The study was conducted in Raichur district of North Karnataka, during the year 2013-14 by following purposive sampling 120 respondents were selected from the district. The data was elicited through personnel interview method and analyzed using mean, standard deviation, frequency and percentage. The major findings of the study indicate that, a large majority (73.33%) of the respondents belonged to the middle age group (age between 27 to 32 years). Nearly forty per cent of the respondents were educated upto middle school followed by illiterate (29.17%) and primary school and (16.67%). A large majority (90.83%) of the respondents belonged to big family size. Forty per cent of the respondents belonged to 10-20 years of farming experience. More than fifty per cent of the respondents (51.67%) belonged to semi-medium farmer. Nearly fifty per cent of the (48.33%) respondents had medium income level (Between Rs. 40001 to 80000/-). Nearly fifty per cent (47.5%) of the respondents belonged to medium and low extension orientation category. Majority of the radio listener had medium and low risk orientation, scientific orientation and management orientation towards farming. Large majority of the radio listeners were exhibited medium to low innovativeness (72.50%). Majority of the respondents possessed television (90.83%) followed by mobile (54.17%), news paper (40.00%) and magazines (4.17%). Majority of the radio listener consulted neighbours (54.16%) and friends (50.00%) for agricultural information, followed by relatives (35.83%), input agencies (35.00%), Agricultural Assistant (31.67%), AAO (26.66%), and scientists of AC Raichur (25.83%), AHO (19.16%) and ADA (5.83%).

KEY WORDS :

Radio, Respondents,
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