



INDIAN READERSHIP SURVEY

IRS 2015 DISTRICT CLUSTERING

- We have proposed the district clustering scheme , as highlighted in this note, for the upcoming round of IRS
- Please do let us know if you have any queries, feedback or recommendation by July 3rd, 2015

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DISTRICT/DISTRICT CLUSTERS SCHEME

District Clustering Scheme

- We have considered a Hybrid approach for district/s reporting, which is reporting some Districts independently, and others in clusters.
- The objective of this exercise was to cluster Districts in a meaningful manner from a Readership perspective. We believe that this innovative approach adds another dimension beyond clustering Districts by either population or literacy.

Methodology adopted for District Clustering

- We examined a large number of variables from the Census 2011, including household variables like type of house, electricity, telephone connection, water source as well as population, literacy and urbanization.
- We took Circulation as the surrogate variable for readership and identified variables which had a strong correlation with circulation. The three variables that had the strongest correlation with Circulation were population, literacy and urbanization (% urban population of total population)
- As these variables had high correlation coefficients, we combined these variables through Principal Component Analysis (PCA) and constructed a linear combination of these three variables, which in a manner speaking the 'importance' of the District with respect to readership perspective.
- We ensured that the clustered Districts are geographically contiguous and belonged to the same SCR.
- The Distribution of number of Districts independently reported and reported at a cluster level are as follows – 94 Individual districts & 99 Clustered Districts

DISTRICT CLUSTERING CHANGE

CHANGES TO IRS 2015 VERSUS IRS 2013/14

Updated district clustering scheme for 2015

- Ernakulam will be reported individually
- East Godavari and West Godavari will be reported individually
- Medak and Rangareddy will be merged with Hyderabad

DISTRICT/DISTRICT CLUSTERS SCHEME

- Individual Districts are reported as per the district names
- District Clusters are reported as displayed in the tables under District/District Clusters

District/District Clusters	Districts
Andhra Pradesh Individual 2	Guntur
Andhra Pradesh Individual 3	Visakhapatnam
Andhra Pradesh Individual 4	Chittoor
Andhra Pradesh Individual 5	Anantapur
Andhra Pradesh Individual 6	Kurnool
Andhra Pradesh Individual 10	Krishna UA District Cluster
Andhra Pradesh Individual 11	Y.S.R.
Andhra Pradesh Cluster 12	Srikakulam
	Vizianagaram
Andhra Pradesh Cluster 13	Prakasam
	Sri Potti Sriramulu Nellore
Andhra Pradesh Individual 12	West Godavari
Andhra Pradesh Individual 13	East Godavari
Telangana District Cluster 7	Hyderabad UA District Cluster
	Medak
	Rangareddy
Telangana Individual 2	Karimnagar
Telangana Individual 3	Mahbubnagar
Telangana Individual 4	Warangal
Telangana - District Cluster 5	Adilabad
	Nizamabad
Telangana - District Cluster 6	Nalgonda
	Khammam
Assam Individual 1	Sonitpur
Assam Cluster 2	Kokrajhar
	Dhubri
	Baksa
	Chirang
	Bongaigaon
	Barpeta
Goalpara	

DISTRICT/DISTRICT CLUSTERS SCHEME

District/District Clusters	Districts
Assam Cluster 3	Lakhimpur
	Dhemaji
	Tinsukia
	Dibrugarh
	Sivasagar
	Jorhat
	Golaghat
	Karbi Anglong
Assam Cluster 4	Morigaon
	Nagaon
	Kamrup
	Kamrup Metropolitan
	Nalbari
	Darrang
	Udalguri
Assam Cluster 5	Dima Hasao
	Cachar
	Karimganj
	Hailakandi
Bihar Individual 1	Patna
Bihar Individual 2	Purba Champaran
Bihar Individual 3	Muzaffarpur
Bihar Individual 4	Gaya
Bihar Individual 5	Madhubani
Bihar Individual 6	Samastipur
Bihar Individual 7	Saran
Bihar Individual 8	Pashchim Champaran
Bihar Individual 9	Darbhanga
Bihar Individual 10	Aurangabad Bihar
Bihar Individual 11	Vaishali

DISTRICT/DISTRICT CLUSTERS SCHEME

District/District Clusters	Districts
Bihar Cluster 12	Gopalganj
	Siwan
Bihar Cluster 13	Bhojpur
	Buxar
	Kaimur (bhabua)
	Rohtas
Bihar Cluster 14	Katihar
	Khagaria
	Bhagalpur
	Banka*
	Munger
	Jamui*
Bihar Cluster 15	Begusarai
	Lakhisarai
	Sheikhpura
	Nalanda
	Nawada
	Jehanabad*
	Arwal
Bihar Cluster 16	Sheohar
	Sitamarhi
Bihar Cluster 17	Supaul
	Araria
	Kishanganj
	Purnia
	Madhepura
	Saharsa
Chhattisgarh Individual 1	Raipur
Chhattisgarh Individual 2	Durg
Chhattisgarh Individual 3	Rajnandgaon

DISTRICT/DISTRICT CLUSTERS SCHEME

District/District Clusters	Districts
Chhattisgarh Cluster 4	Koriya
	Surguja
Chhattisgarh Cluster 5	Jashpur
	Raigarh
	Korba
	Janjgir - Champa
	Bilaspur
	Kabeerdham
	Mahasamund
	Dhamtari
Chhattisgarh Cluster 6	Uttar Bastar Kanker*
	Bastar*
	Narayanpur
Goa Cluster 1	North Goa
	South Goa
Gujarat Individual 1	Ahmadabad UA District Cluster
Gujarat Individual 2	Surat
Gujarat Individual 3	Vadodara
Gujarat Individual 4	Rajkot
Gujarat Individual 5	Dadra & Nagar Haveli
Gujarat Individual 6	Kachchh
Gujarat Cluster 7	Banas Kantha
	Mahesana
	Sabar Kantha
	Panch Mahals
	Dohad
Gujarat Cluster 8	Gandhinagar
	Anand
	Kheda
	Narmada
	Bharuch
	The Dangs
	Navsari
	Valsad
	Tapi
Daman	

* Indicates field work done only in Urban

DISTRICT/DISTRICT CLUSTERS SCHEME

District/District Clusters	Districts
Gujarat Cluster 9	Patan
	Surendranagar
	Jamnagar
	Porbandar
	Junagadh
	Amreli
	Bhavnagar
	Diu
Haryana Cluster 1	Fatehabad
	Sirsa
	Hisar
	Bhiwani
	Mahendragarh
Haryana Cluster 2	Rohtak
	Jhajjar
	Rewari
	Gurgaon
	Mewat
	Faridabad
	Palwal
Haryana Cluster 3	Panchkula
	Ambala
	Yamunanagar
	Kurukshetra
	Kaithal
	Karnal
	Panipat
	Sonipat
Jind	

DISTRICT/DISTRICT CLUSTERS SCHEME

District/District Clusters	Districts
Himachal Pradesh Cluster 1	Chamba
	Kangra
	Kullu
	Mandi
	Hamirpur
	Una
	Bilaspur
	Solan
	Sirmaur
	Shimla
	Kinnaur
Jammu & Kashmir Cluster 1	Punch
	Rajouri
	Kathua
	Udhampur
	Reasi
	Jammu
	Samba
Jharkhand Individual 1	Ranchi
Jharkhand Cluster 2	Giridih
	Deoghar
	Godda
	Sahibganj
	Pakur
	Dhanbad
	Bokaro
	Dumka
Jamtara	

DISTRICT/DISTRICT CLUSTERS SCHEME

District/District Clusters	Districts
Jharkhand Cluster 3	Lohardaga
	Purbi Singhbhum
	Gumla
	Simdega
	Pashchimi Singhbhum
	Saraikela-kharsawan
Jharkhand Cluster 4	Garhwa
	Chatra
	Kodarma
	Palamu
	Latehar
	Hazaribagh
	Ramgarh
Khunti	
Karnataka Individual 1	Bangalore
Karnataka Individual 2	Belgaum
Karnataka Cluster 3	Uttara Kannada
	Haveri
	Udupi
	Dakshina Kannada
Karnataka Cluster 4	Bagalkot
	Bijapur
	Gadag
	Dharwad
Karnataka Cluster 5	Bidar
	Raichur
	Koppal
	Bellary
	Gulbarga
	Yadgir

DISTRICT/DISTRICT CLUSTERS SCHEME

District/District Clusters	Districts
Karnataka Cluster 6	Shimoga
	Chikmagalur
	Hassan
	Kodagu
Karnataka Cluster 7	Chitradurga
	Davanagere
	Tumkur
	Mandya
	Mysore
	Chamarajanagar
	Kolar
	Chikballapura
	Bangalore Rural
	Ramanagara
Kerala Individual 1	Malappuram
Kerala Individual 2	Thiruvananthapuram
Kerala Individual 3	Kozhikode
Kerala Individual 4	Kollam
Kerala Cluster 5	Idukki
	Kottayam
	Alappuzha
	Pathanamthitta
Kerala Cluster 6	Palakkad
	Thrissur
Kerala Individual 5	Ernakulam
Kerala Cluster 7	Kasaragod
	Kannur
	Wayanad
Madhya Pradesh Individual 1	Indore

DISTRICT/DISTRICT CLUSTERS SCHEME

District/District Clusters	Districts
Madhya Pradesh Cluster 2	Panna
	Satna
	Rewa
	Umaria
	Shahdol
	Anuppur
	Sidhi
	Singrauli
Madhya Pradesh Cluster 3	Neemuch
	Mandsaur
	Ratlam
	Dhar
	West Nimar
	Barwani
	Jhabua
	Alirajpur
Madhya Pradesh Cluster 4	Sheopur
	Morena
	Bhind
	Gwalior
	Datia
	Shivpuri
	Tikamgarh
	Chhatarpur
	Guna
	Ashoknagar
Madhya Pradesh Cluster 5	Jabalpur
	Dindori
	Mandla
	Seoni
	Balaghat
	Katni

DISTRICT/DISTRICT CLUSTERS SCHEME

District/District Clusters	Districts
Madhya Pradesh Cluster 6	Sagar
	Damoh
	Rajgarh
	Vidisha
	Raisen
Madhya Pradesh Cluster 7	Ujjain
	Shajapur
	Dewas
	Bhopal
	Sehore
Madhya Pradesh Cluster 8	Betul
	Harda
	Hoshangabad
	East Nimar
	Burhanpur
Madhya Pradesh Cluster 9	Narsimhapur
	Chhindwara
Maharashtra Individual 1	Mumbai UA District Cluster
Maharashtra Individual 2	Pune
Maharashtra Individual 3	Nashik
Maharashtra Individual 4	Thane
Maharashtra Individual 5	Ahmadnagar
Maharashtra Individual 6	Solapur
Maharashtra Individual 7	Jalgaon
Maharashtra Individual 8	Aurangabad Maharashtra
Maharashtra Individual 9	Nanded
Maharashtra Individual 10	Amravati
Maharashtra Individual 11	Satara
Maharashtra Cluster 12	Sindhudurg
	Kolhapur
	Sangli

DISTRICT/DISTRICT CLUSTERS SCHEME

District/District Clusters	Districts
Maharashtra Cluster 13	Nandurbar
	Dhule
Maharashtra Cluster 14	Raigarh
	Ratnagiri
Maharashtra Cluster 15	Hingoli
	Parbhani
	Jalna
	Bid
	Latur
	Osmanabad
Maharashtra Cluster 16	Gondiya
	Gadchiroli*
	Chandrapur
Maharashtra Cluster 17	Buldana
	Akola
	Washim
	Wardha
	Yavatmal
Maharashtra Cluster 18	Nagpur
	Bhandara
Manipur Cluster 1	Tamenglong
	Bishnupur
	Thoubal
	Imphal West
	Imphal East
	Imphal
Meghalaya Cluster 1	West Garo Hills
	East Garo Hills
	South Garo Hills
	West Khasi Hills
	Ribhoi
	East Khasi Hills
Jaintia Hills	

DISTRICT/DISTRICT CLUSTERS SCHEME

District/District Clusters	Districts
Mizoram Cluster 1	Mamit
	Kolasib
	Aizawl
	Champhai
	Serchhip
	Lunglei
	Lawngtlai
	Saiha
Nagaland Cluster 1	Zunheboto
	Wokha
	Dimapur
	Phek
	Tuensang
	Longleng
	Kiphire
	Kohima
	Peren
NCT Of Delhi Individual 1	Delhi UA - District Cluster
Orissa Individual 1	Ganjam
Orissa Cluster 2	Baleshwar
	Bhadrak
	Kendrapara
	Jagatsinghapur
	Cuttack
	Jajapur
	Nayagarh
	Khordha
Puri	
Orissa Cluster 3	Rayagada
	Nabarangapur
	Koraput

DISTRICT/DISTRICT CLUSTERS SCHEME

District/District Clusters	Districts
Orissa Cluster 4	Bargarh
	Jharsuguda
	Sambalpur
	Debagarh
	Sundargarh
Orissa Cluster 5	Kendujhar
	Mayurbhanj
	Dhenkanal
	Anugul
	Gajapati*
	Baudh
	Subarnapur
Orissa Cluster 6	Balangir
	Nuapada*
	Kalahandi
Punjab Individual 1	Ludhiana
Punjab Individual 2	Chandigarh
Punjab Cluster 3	Jalandhar
	Hoshiarpur
	Shahid Bhagat Singh Nagar
	Fatehgarh Sahib
	Patiala
	Rupnagar
	Sahibzada Ajit Singh Nagar
	Sangrur
Barnala	
Punjab Cluster 4	Gurdaspur
	Amritsar
	Tarn Taran

DISTRICT/DISTRICT CLUSTERS SCHEME

District/District Clusters	Districts
Punjab Cluster 5	Kapurthala
	Moga
	Firozpur
	Muktsar
	Faridkot
	Bathinda
	Mansa
Rajasthan Individual 1	Jaipur
Rajasthan Individual 2	Jodhpur
Rajasthan Cluster 3	Karauli
	Sawai Madhopur
	Dausa
	Ajmer
	Tonk
Rajasthan Cluster 4	Jhunjhunun
	Sikar
Rajasthan Cluster 5	Jalor
	Pali
Rajasthan Cluster 6	Ganganagar
	Hanumangarh
	Bikaner
	Churu
	Nagaur
	Jaisalmer
Rajasthan Cluster 7	Barmer
	Dungarpur
	Banswara
	Chittaurgarh
	Pratapgarh

DISTRICT/DISTRICT CLUSTERS SCHEME

District/District Clusters	Districts
Rajasthan Cluster 8	Sirohi
	Bundi
	Bhilwara
	Rajsamand
	Kota
	Baran
	Jhalawar
	Udaipur
Rajasthan Cluster 9	Alwar
	Bharatpur
	Dhaulpur
Sikkim Cluster 1	North District
	West District
	South District
	East District
Tamil Nadu Individual 1	Chennai UA District Cluster
Tamil Nadu Individual 2	Coimbatore
Tamil Nadu Individual 3	Vellore
Tamil Nadu Individual 4	Salem
Tamil Nadu Individual 5	Madurai
Tamil Nadu Cluster 6	Namakkal
	Erode
	The Nilgiris
	Tiruppur
Tamil Nadu Cluster 7	Viluppuram
	Cuddalore
	Dharmapuri
	Krishnagiri
Tamil Nadu Cluster 8	Theni
	Virudhunagar
	Thoothukkudi
	Tirunelveli
	Kanniyakumari

DISTRICT/DISTRICT CLUSTERS SCHEME

District/District Clusters	Districts
Tamil Nadu Cluster 9	Dindigul
	Karur
	Tiruchirappalli
	Perambalur
	Ariyalur
	Nagapattinam
	Thiruvarur
	Thanjavur
	Pudukkottai
	Sivaganga
	Ramanathapuram
Tamil Nadu Cluster 10	Thiruvallur
	Kancheepuram
	Tiruvannamalai
Tamil Nadu Cluster 11	Yanam
	Mahe
	Puducherry
	Karaikal
Tripura Cluster 1	West Tripura
	South Tripura
	Dhalai
	North Tripura
Uttar Pradesh Individual 1	Lucknow
Uttar Pradesh Individual 2	Agra
Uttar Pradesh Individual 3	Moradabad
Uttar Pradesh Individual 4	Bareilly
Uttar Pradesh Individual 5	Gorakhpur
Uttar Pradesh Individual 6	Azamgarh
Uttar Pradesh Individual 7	Muzaffarnagar
Uttar Pradesh Individual 8	Jaunpur

DISTRICT/DISTRICT CLUSTERS SCHEME

District/District Clusters	Districts
Uttar Pradesh Individual 9	Varanasi
Uttar Pradesh Individual 10	Aligarh
Uttar Pradesh Individual 11	Bijnor
Uttar Pradesh Individual 12	Saharanpur
Uttar Pradesh Individual 13	Kheri
Uttar Pradesh Individual 14	Ghazipur
Uttar Pradesh Cluster 15	Mau
	Ballia
Uttar Pradesh Cluster 16	Faizabad
	Ambedkar Nagar
	Basti
	Sant Kabir Nagar
Uttar Pradesh Cluster 17	Hardoi
	Unnao
Uttar Pradesh Cluster 18	Sitapur
	Bara Banki
Uttar Pradesh Cluster 19	Rae Bareli
	Fatehpur
Uttar Pradesh Cluster 20	Kanpur Dehat
	Kanpur Nagar
Uttar Pradesh Cluster 21	Meerut
	Baghpat
Uttar Pradesh Cluster 22	Rampur
	Jyotiba Phule Nagar
	Budaun
	Pilibhit
	Shahjahanpur
Uttar Pradesh Cluster 23	Chandauli
	Sant Ravidas Nagar (bhadohi)
	Mirzapur
	Sonbhadra

DISTRICT/DISTRICT CLUSTERS SCHEME

District/District Clusters	Districts
Uttar Pradesh Cluster 24	Kaushambi
	Allahabad
Uttar Pradesh Cluster 25	Jalaun
	Jhansi
	Lalitpur
	Hamirpur
	Mahoba
	Banda
	Chitrakoot
Uttar Pradesh Cluster 26	Mahamaya Nagar
	Mathura
Uttar Pradesh Cluster 27	Firozabad
	Mainpuri
	Farrukhabad
	Kannauj
	Etawah
	Auraiya
	Etah
	Kanshiram Nagar
	Bulandshahr
Uttar Pradesh Cluster 28	Gautam Buddha Nagar
	Ghaziabad
Uttar Pradesh Cluster 29	Bahraich
	Shrawasti
	Balrampur
	Gonda
	Siddharthnagar
	Mahrajganj
	Kushinagar
Deoria	

DISTRICT/DISTRICT CLUSTERS SCHEME

District/District Clusters	Districts
Uttar Pradesh Cluster 30	Pratapgarh
	Sultanpur
Uttarakhand Individual 1	Hardwar
Uttarakhand Cluster 2	Uttarkashi
	Chamoli
	Rudraprayag
	Tehri Garhwal
	Dehradun
	Garhwal
	Pithoragarh
	Bageshwar
	Almora
	Champawat
	Nainital
	Udham Singh Nagar
West Bengal Individual 1	North Twenty Four Parganas
West Bengal Individual 2	South Twenty Four Parganas
West Bengal Individual 3	Barddhaman
West Bengal Individual 4	Haora
West Bengal Individual 5	Hugli
West Bengal Individual 6	Murshidabad
West Bengal Individual 7	Nadia
West Bengal Individual 8	Kolkata UA District Cluster
West Bengal Individual 9	Paschim Medinipur
West Bengal Individual 10	Purba Medinipur
West Bengal Individual 11	Maldah
West Bengal Individual 12	Birbhum
West Bengal Individual 13	Bankura
West Bengal Individual 14	Koch Bihar
West Bengal Individual 15	Puruliya
West Bengal Cluster 16	Darjiling
	Jalpaiguri
West Bengal Cluster 17	Uttar Dinajpur
	Dakshin Dinajpur

EXCLUDED GEOGRAPHIES

State	Excluded geographies (Districts)
Arunachal Pradesh	All
Andaman & Nicobar Islands	All
Bihar	Rural part of Banka, Jamui and Jehanabad
Chhattisgarh	Rural part of Uttar Baster and Kanker, Baster, Dakshin Baster Dantewada , Bijapur and Narayanpur
Himachal Pradesh	Lahaul and Spiti
Jammu & Kashmir	Kashmir region, Doda
Lakshadweep	All
Maharashtra	Rural part of Gadchiroli
Manipur	Senapati, Churachandpur, Ukhrul, Chandel,
Nagaland	Mon, Mokokchung
Orissa	Kandhamal, Malkangiri and Rural part of Gajapati,, Nuapada, and Rayagada .



INDIAN
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THANK YOU