

IRS 2012 Q2 Topline Findings

IRS

Indian Readership Survey

World's largest Survey



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Growth: Literacy & Media Consumption

	2011 Q4	2012 Q1	2012 Q2	% CAGR (2011 Q4-2012 Q2)
Literacy	639705	643321	649715	3.2
Any Media	636307	640396	647036	3.4
Press	350347	352115	352004	0.9
TV	549864	554651	563435	5.0
C&S	462383	475176	488642	11.7
Radio	156692	154941	158165	1.9
Cinema	75768	75195	79258	9.4
Internet	34409	37483	39944	34.8

Growth in Living Standards

Distribution of HHs by HPI Percentile (index to 1000)

HPI	2011 Q4	2012 Q1	2012 Q2	CAGR
0 – 5	126134	123166	121266	-7.6
6 – 10	46822	47970	48429	7.0
11 – 20	33635	34358	35076	8.8
21 – 30	9422	10098	10676	28.4
31 – 50	8638	9174	9665	25.2
51 – 70	2772	2991	3180	31.6
71 – 100	4123	4513	4665	28.0
101 – 150	2327	2475	2634	28.1
151 – 200	1488	1539	1621	18.7
200 +	2718	2942	3177	36.6
Average HPI	15.9	16.6	17.3	18.4

- Household Premiumness Index (HPI) is a composite of 50 variables, including demographics, product ownership / usage & services.
- It is an indicator of 'Living Standard'.
- It is a continuous variable which lets you define your target group more finely.



TOP 10 PUBLICATIONS



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Top 10 Publications

Publication	Language	Periodicity	2012 Q1	2012 Q2
Dainik Jagran	Hin	D	16412	16429
Dainik Bhaskar	Hin	D	14553	14448
Hindustan	Hin	D	12157	12205
Malayala Manorama	Mal	D	9875	9710
Amar Ujala	Hin	D	8693	8608
The Times Of India	Eng	D	7652	7643
Lokmat	Mar	D	7485	7507
Daily Thanthi	Tam	D	7477	7431
Rajasthan Patrika	Hin	D	6807	6756
Mathrubhumi	Mal	D	6600	6493

(AIR numbers; All figures in '000)

Top 10 Dailies

Publication	Language	Periodicity	2012 Q1	2012 Q2
Dainik Jagran	Hin	D	16412	16429
Dainik Bhaskar	Hin	D	14553	14448
Hindustan	Hin	D	12157	12205
Malayala Manorama	Mal	D	9875	9710
Amar Ujala	Hin	D	8693	8608
The Times Of India	Eng	D	7652	7643
Lokmat	Mar	D	7485	7507
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Rajasthan Patrika	Hin	D	6807	6756
Mathrubhumi	Mal	D	6600	6493

(AIR numbers; All figures in '000)

Top 10 Magazines

Publication	Language	Periodicity	2012 Q1	2012 Q2
Vanitha	Mal	F	2444	2353
Pratiyogita Darpan	Hin	M	1893	1918
SamanyaGyan Darpan	Hin	M	1644	1664
India Today	Eng	W	1613	1554
Saras Salil	Hin	F	1601	1548
Meri Saheli	Hin	M	1259	1192
Karmakshetra	Ben	W	1142	1168
Cricket Samrat	Hin	M	1176	1135
Malayala Manorama	Mal	W	1163	1113
General Knowledge Today	Eng	M	1086	1087

(AIR numbers; All figures in '000)



DAILIES



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Top 10 Hindi Dailies

Publication	2012 Q1	2012 Q2
Dainik Jagran	16412	16429
Dainik Bhaskar	14553	14448
Hindustan	12157	12205
Amar Ujala	8693	8608
Rajasthan Patrika	6807	6756
Punjab Kesari	3386	3347
Prabhat Khabar	2437	2621
Navbharat Times	2588	2584
Patrika	1946	2072
Nai Dunia	1688	1569

(AIR numbers; All figures in '000)

Top 10 English Dailies

Publication	2012 Q1	2012 Q2
The Times Of India	7652	7643
Hindustan Times	3805	3767
The Hindu	2233	2208
The Telegraph	1292	1275
Deccan Chronicle	1027	1038
DNA	909	930
Mumbai Mirror	777	795
The Economic Times	792	789
The New Indian Express	678	667
The Tribune	624	640

(AIR numbers; All figures in '000)

Top 10 Language Dailies

Publication	Language	2012 Q1	2012 Q2
Malayala Manorama	Mal	9875	9710
Lokmat	Mar	7485	7507
Daily Thanthi	Tam	7477	7431
Mathrubhumi	Mal	6600	6493
Eenadu	Tel	5906	5925
Ananda Bazar Patrika	Ben	5970	5859
Sakshi	Tel	5244	5306
Gujarat Samachar	Guj	5224	5205
Dinakaran	Tam	5108	4999
Daily Sakal	Mar	4396	4437

(AIR numbers; All figures in '000)



MAGAZINES



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Top 10 Hindi Magazines

Publication	Periodicity	2012 Q1	2012 Q2
Pratiyogita Darpan	M	1893	1918
SamanyaGyan Darpan	M	1644	1664
Saras Salil	F	1601	1548
Meri Saheli	M	1259	1192
Cricket Samrat	M	1176	1135
India Today	W	1051	1001
Grehlakshmi	M	958	913
Grih shobha	F	860	843
Champak	F	811	762
Nirogdham	Q	747	750

(AIR numbers; All figures in '000)

Top 10 English Magazines

Publication	Periodicity	2012 Q1	2012 Q2
India Today	W	1613	1554
General Knowledge Today	M	1086	1087
Readers Digest	M	1043	1009
Competition Success Review	M	705	719
Outlook	W	492	483
Pratiyogita Darpan	M	446	431
Stardust	M	411	416
Business Today	F	397	408
The Week	W	418	397
Wisdom	M	359	353

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Top 10 Language Magazines

Publication	Language	Periodicity	2012 Q1	2012 Q2
Vanitha	Mal	F	2444	2353
Karmakshetra	Ben	W	1142	1168
Malayala Manorama	Mal	W	1163	1113
Karmasangsthaan	Ben	W	934	964
Kumudam	Tam	W	884	869
Mathrubhumi Arogya Masika	Mal	M	826	789
Mathrubhumi Thozhil Vartha	Mal	W	735	782
Balarama	Mal	W	787	738
Saptahik Bartaman	Ben	W	734	720
Ananda Vikatan	Tam	W	677	666

(AIR numbers; All figures in '000)



THANK YOU



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