

# IRS 2012 Q3 Topline Findings

# IRS

Indian Readership Survey

World's largest Survey



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# Growth: Literacy & Media Consumption

	2012 Q1	2012 Q2	2012 Q3	% CAGR (2012 Q1-2012 Q3)
Literacy	643321	649715	656259	4.1
Any Media	640396	647036	653824	4.2
Press	352115	352004	353338	0.7
TV	554651	563435	571426	6.1
C&S	475176	488642	499437	10.5
Radio	154941	158165	159820	6.4
Cinema	75195	79258	81406	17.2
Internet	37483	39944	42322	27.5

(All figures in '000)



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# Growth in Living Standards

Distribution of HHs by HPI Percentile (index to 1000 )

HPI	2012 Q1	2012 Q2	2012 Q3	% CAGR (2012 Q1-2012 Q3)
0 – 5	123166	121266	119478	-5.9
6 – 10	47970	48429	49612	7.0
11 – 20	34358	35076	35953	9.5
21 – 30	10098	10676	10834	15.1
31 – 50	9174	9665	9713	12.1
51 – 70	2991	3180	3251	18.1
71 – 100	4513	4665	5008	23.1
101 – 150	2475	2634	2737	22.3
151 – 200	1539	1621	1682	19.4
200 +	2942	3177	3304	26.1
Average HPI	16.6	17.3	17.8	15.0

- 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.

(All figures in '000)



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# TOP 10 PUBLICATIONS



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# Top 10 Publications

Publication	Language	Periodicity	2012 Q2	2012 Q3
Dainik Jagran	Hin	D	16429	16474
Dainik Bhaskar	Hin	D	14448	14491
Hindustan	Hin	D	12205	12242
Malayala Manorama	Mal	D	9710	9752
Amar Ujala	Hin	D	8608	8536
The Times Of India	Eng	D	7643	7653
Daily Thanthi	Tam	D	7431	7417
Lokmat	Mar	D	7507	7409
Rajasthan Patrika	Hin	D	6756	6818
Mathrubhumi	Mal	D	6493	6415

(AIR numbers; All figures in '000)



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# Top 10 Dailies

Publication	Language	Periodicity	2012 Q2	2012 Q3
Dainik Jagran	Hin	D	16429	16474
Dainik Bhaskar	Hin	D	14448	14491
Hindustan	Hin	D	12205	12242
Malayala Manorama	Mal	D	9710	9752
Amar Ujala	Hin	D	8608	8536
The Times Of India	Eng	D	7643	7653
Daily Thanthi	Tam	D	7431	7417
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Rajasthan Patrika	Hin	D	6756	6818
Mathrubhumi	Mal	D	6493	6415

(AIR numbers; All figures in '000)



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# Top 10 Magazines

Publication	Language	Periodicity	2012 Q2	2012 Q3
Vanitha	Mal	F	2353	2271
Pratiyogita Darpan	Hin	M	1918	1894
SamanyaGyan Darpan	Hin	M	1664	1733
India Today	Eng	W	1554	1526
Saras Salil	Hin	F	1548	1351
Meri Saheli	Hin	M	1192	1205
Karmakshetra	Ben	W	1168	1183
Malayala Manorama	Mal	W	1113	1053
General Knowledge Today	Eng	M	1087	1047
Cricket Samrat	Hin	M	1135	1044

(AIR numbers; All figures in '000)



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# DAILIES



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# Top 10 Hindi Dailies

Publication	2012 Q2	2012 Q3
Dainik Jagran	16429	16474
Dainik Bhaskar	14448	14491
Hindustan	12205	12242
Amar Ujala	8608	8536
Rajasthan Patrika	6756	6818
Punjab Kesari	3347	3364
Prabhat Khabar	2621	2761
Navbharat Times	2584	2639
Patrika	2072	2051
Nai Dunia	1569	1553

(AIR numbers; All figures in '000)



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# Top 10 English Dailies

Publication	2012 Q2	2012 Q3
The Times Of India	7643	7653
Hindustan Times	3767	3786
The Hindu	2208	2258
The Telegraph	1275	1254
Deccan Chronicle	1038	1051
DNA	930	962
Mumbai Mirror	795	807
The Economic Times	789	753
The New Indian Express	667	664
The Tribune	640	653

(AIR numbers; All figures in '000)



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# Top 10 Language Dailies

Publication	Language	2012 Q2	2012 Q3
Malayala Manorama	Mal	9710	9752
Daily Thanthi	Tam	7431	7417
Lokmat	Mar	7507	7409
Mathrubhumi	Mal	6493	6415
Eenadu	Tel	5925	5957
Ananda Bazar Patrika	Ben	5859	5788
Sakshi	Tel	5306	5343
Gujarat Samachar	Guj	5205	5153
Dinakaran	Tam	4999	4912
Daily Sakal	Mar	4437	4403

(AIR numbers; All figures in '000)



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# MAGAZINES



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Saras Salil	F	1548	1351
Meri Saheli	M	1192	1205
Cricket Samrat	M	1135	1044
India Today	W	1001	966
Grehlakshmi	M	913	909
Grih Shobha	F	843	873
Champak	F	762	725
Vanitha	M	712	702

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India Today	W	1554	1526
General Knowledge Today	M	1087	1047
Readers Digest	M	1009	1016
Competition Success Review	M	719	703
Outlook	W	483	474
The Week	W	397	424
Stardust	M	416	420
Pratiyogita Darpan	M	431	417
Business Today	F	408	406
Wisdom	M	353	346

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Karmakshetra	Ben	W	1168	1183
Malayala Manorama	Mal	W	1113	1053
Karmasangsthaan	Ben	W	964	996
Kumudam	Tam	W	869	821
Balarama	Mal	W	738	778
Mathrubhumi Thozhil Vartha	Mal	W	782	745
Mathrubhumi Arogya Masika	Mal	M	789	740
Saptahik Bartaman	Ben	W	720	723
Ananda Vikatan	Tam	W	666	636

(AIR numbers; All figures in '000)



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**THANK YOU**



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