

INDIAN READERSHIP SURVEY

IRS 2017 RELEASE NOTES

Confidentiality Statement

The information contained herein is proprietary to Media Research Users Council and may not be used, reproduced or disclosed to others except as specifically permitted in writing by Media Research Users Council. The recipient of this document, by its retention and use, agrees to protect the same and the information contained therein from loss or theft.



Contents

INTRODUCTION TO IRS	3
FEATURES OF IRS.....	4
IRS METHODOLOGY	6
BROAD INFORMATION AREAS	8
QUALITY ASSURANCE.....	8
DISTRICT CLUSTERING.....	10
Code of Self-Regulation for Use of IRS Data	11
Objective	11
Code of Self-Regulation	12
APPENDIX I.....	15
Guidelines for Responsible use of IRS Data	15
ANNEXURE – I : SCR Reported	23
ANNEXURE – II - District/District Clusters Reported	43
ANNEXURE – III - ZONES IN TOP 4 METROS.....	63
ANNEXURE – IV - EXCLUDED GEOGRAPHIES.....	64
ANNEXURE – V : Sample by Geography – HH	65
State Level.....	65
Population Strata	66
Socio Cultural Region (SCR).....	67
District / District Cluster.....	70
Reporting Towns	76
Metros by Zone.....	79
ANNEXURE – VI : Sample by Geography – IND.	80
State Level.....	80
Population Strata	81
Socio Economic Strata (SCR)	82
District / District Cluster.....	85
Reporting Towns	91
Top 4 Metros by Zone	94
ANNEXURE – VII Information Areas – Household.....	95
ANNEXURE – VIII Information Areas – Individual	96

INTRODUCTION TO IRS

The Indian Readership Survey (IRS) is the World's largest continuous study which encompasses a universally accepted snapshot of India's Print and other Media consumption, Demographics, Product Ownership and Usage, amongst other information areas.

The IRS is the definitive source for profiling information in India, and is used by advertisers, media houses, agencies and organizations including the Government.

The key information areas covered:

- Readership of print publications for a wide range of local, regional, and national newspapers and magazines.
- Reach and consumption of other media - Television, Radio, Digital and Cinema.
- Demographic profiling
- Consumer Durable Ownership and FMCG Usage.

IRS targets to cover a sample of **319,618** households, across India. The sample was spread across Urban India (~ **216,801** households) and Rural India (~**115,632** households).

FEATURES OF IRS

Key features of the study are:

1. **IRS 2017 fieldwork period** : March to July 2016 and December 2016 to November 2017
2. **Population Projection** – The Census of India 2011 population data has been used to create new population projection estimates. Keeping in mind FW period and reporting period population has been projected as of Nov 30, 2017.
3. **DS-CAPI** – All interviews for IRS have been conducted using the DS-CAPI (Dual Screen CAPI) methodology. This methodology brings significant reductions to non-sampling errors in the survey. Devices used are a combination of mini-laptops and tablets.
4. **Enhanced Audio Recording of select portions of the interview for validation and Quality Control of the data at a central level.**
5. **Platform Change** – We shifted survey platforms to bring in operational efficiencies. This shift has improved screen transition resulting in lowering LOI. This transition now allows us to conduct interviews on tablets as well as mini laptops. This also enabled us to capture location information at multiple points in the questionnaire.
6. **FMCG purchase cycle** – FMCG items are purchased or consumed by different patterns depending on whether they are used by the entire household or by individuals. We have now ensured that all household items are measured on ‘Purchase in last 3 months or Last 6 Months’. And similarly, all individual items are measured on ‘Consumption in last 1/3 months’. Categories for individual consumption are classified into different buckets of consumption cycle.
7. **Reporting Units**

In IRS 2017 district level reporting has minor changes in the district.

 - 91 Independent Districts & 100 Clustered Districts
 - All 5L+ towns are reported separately.
7. **Reference period for capturing Media Consumption – In IRS 2017 we have unified the time period of measuring Reach to Last 1 Month.**
 - Print – Read a newspaper in last 1 month *or read a magazine in last 1 month [this definition holds true for the unified media reach variable created “All Media Last One Month Reach”*
 - Television – Watched TV in the last 1 month
 - Radio – Listened to Radio in the last 1 month
 - Cinema – Watched Cinema in the last 1 month
 - Internet – Accessed the Internet in the last 1 month

8. **Readership metrics reporting is being updated to reflect changes observed changes in consumption patterns. Accordingly we are reporting the following metrics-**

- **TR – last 1 month**
- **1 to 7 days**
- **1 to 3 days**
- **AIR**

9. **No edition wise reporting** – As in the last round Readership for publications would no longer be reported by editions. However, district/district cluster and five lakh plus towns’ reporting is available for analyzing data at granular level

10. **Variant Readership** – for the first time IRS captures readership for both main paper as well as variants of the main paper for select markets. Readership numbers are released separately, at Main and Variant level. Variants have been identified basis differences in mastheads / presence or absence of supplements and price point differences **(as reported in Audit Bureau of Circulation or details provided by publication house to MRUC)**

11. **Recommended minimum sample size for analysis** - Any estimate based on a respondent count of less than 30, does not meet Globally accepted statistical thresholds and hence should not be analysed. To avoid any inadvertent misinterpretation of data and for the benefit of IRS data users, IRS technical committee has decided to not report any estimate based on a sample count of less than 30 at the respective reporting unit level. Hence, any estimate (cell estimate in IRS Clear Decisions) based on a sample count of less than 30 will not get reported / displayed at the Reporting unit level. However, these numbers will be included for computation at the aggregated State / All India level numbers.

IRS METHODOLOGY

The IRS data is reported at the Household level and at an Individual level

Household Data: The household data is collected by interviewing the householder or the chief wage earner. Information in the household section is focussed on all household details viz. household composition, durables owned, household items purchased and other key demographic variables.

A **Normal Household** is defined as a group of persons who normally live together and take their meals from a common kitchen unless the nature of their work prevent any of them from doing so. Persons in a household may be related or unrelated to each other. There may be one member households, two member households or multi-member households. The link in understanding whether it is a household or not, is a common kitchen.

The **Householder** is defined as:

A person who takes the decision on purchase of day to day household products such as groceries, toothpastes, soaps, detergents etc. with respect to what to purchase, when to purchase and how much to purchase is a Householder. This person has to be staying in the household and can be a male or a female.

- The householder need not always decide on the brands
- The householder need not always physically go to the shop to buy these products; the householder may only be suggesting the requirements while someone else implements it

Individual Data: Individual data is collected from a systematically randomly selected person who is 12 years or older and stays in the household. The Individual Questionnaire is mainly focused on capturing readership of publications, TV viewing, Radio listening, Mobile usage, Internet usage, Cinema viewing habits and personal usage of selected products.

Data Capture

We continue the use of DS-CAPI (Dual-Screen Computer Assisted Personal Interview) as a way of capturing data for the IRS. The DS-CAPI method eliminates the need for printed masthead booklets and instead uses a second device (dual screen) to display mastheads and other stimulus to the respondent.

The DS-CAPI data capture methodology has these benefits:

- Simpler for the interviewer to navigate through the questionnaire
- Simpler for the interviewer to manage the large amount of stimuli material better – as all the stimuli automatically appear on a separate screen, in front of the respondent.
- Simpler and more comfortable for the female respondent, as the method allows her to sit at a comfortable distance from the interviewer, hitherto not possible in the Pen-and-Paper or single screen CAPI methods.



- A shorter interview length - both Household and Individual interviews not more than 30 minutes in order to ensure good quality data.

Coverage and Reporting

IRS 2017 is reported at these breaks

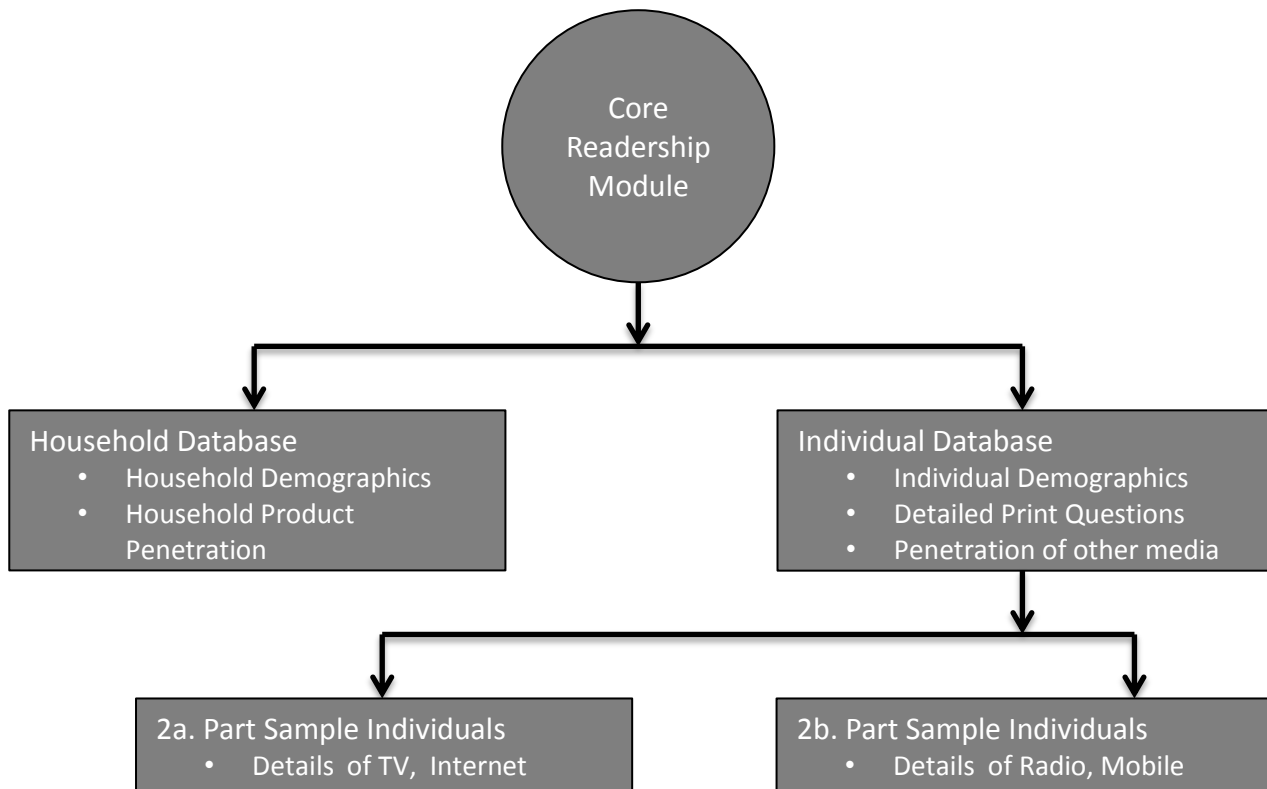
- All India - Urban/Rural
 - Individual States
 - Socio-Cultural Regions (SCRs)
 - 91 Independent & 101 Clustered Districts
 - Population Strata at an All India level
 - All towns with a population of 5 Lakh and above
 - Delhi, Mumbai, Kolkata & Chennai (*new addition*) being reported at zone level
- Delhi, Mumbai, Kolkata and Chennai Zones reported are available on Page number 63

BROAD INFORMATION AREAS

To restrict respondent & interviewer fatigue, the Individual and Household interviews are designed to be completed in 30 minutes each.

This is enabled by efficient data fusion – a globally used ascription methodology.

Architecture of the Indian Readership Survey



QUALITY ASSURANCE

Quality of data collected is of utmost importance and is ensured by enforcing multiple checks:

- **On-the-ground Quality Checks** - A face-to-face follow-up interaction with the respondent is conducted to monitor and maintain the quality of data collected. All field managers are empowered with real time tools to monitor field work progress and data quality.
- **Flying Squad** – a dedicated team – independent from field operations – carried out ‘targeted’ field level checks across the country. This team did process level as well as data level checks.
- **Telephonic Quality Checks** – A dedicated and trained quality control team makes telephone calls to the interviewed respondents and checks for data compliance. This is to assure that the interviewers correctly followed the interviewing process and norms.



- **Audio Recording Back-Checks** – a dedicated and trained quality control team listens to audio recorded questions from the interview and ascertains if questions were rightly asked and responses correctly coded.
- **External auditor** – MRUC appointed a reputed audit firm (EY) to carry out **independent third party audit of the end-to-end process of administration and data collection for the IRS 2017 study.**
- **Work Force Tracking** - Interviewers are tracked, to see if the interview administration is done in the geographic boundaries assigned, assuring better control over data capture.
- **Batch Processing** – Over and above the above checks – for the first time we introduced a process used in the manufacturing world – batch processing. Under this scheme we tagged all interviews into batches of 24 – if we found that the number of ‘defective’ interviews in a batch crossed the threshold, the entire batch was rejected.

DISTRICT CLUSTERING

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 – 91 Individual districts & 101 Clustered Districts.

The reference guide of District and District Clusters reported is provided on page number 43

Code of Self-Regulation for Use of IRS Data

Objective

The IRS is a collaborative study serving the research needs of the members of the MRUC. As such, it is desirable that the IRS data is used responsibly by all the member-subscribers and hence the need for a self-regulating code for use of the IRS data. The Code is to be read along with the IRS End Users License Agreement released with IRS 2017 which is binding on all Subscribers. The Code for self-regulation is to provide for

- Common understanding of research terms, data definition and data analysis norms as provided by MRUC, including the statistical rules governing the IRS (Appendix I);
- Adherence to data analysis and reporting norms for truthful representation of data to clients, readers of the publication and the public at large (Appendix I);
- Redressal mechanism for complaints received in respect of data misrepresentation, abusing/disregarding set statistical norms and/or any other data usage provided by this Code.
- Any claim or comparison for publicity/promotion, hoardings or communication in any other form which is in violation of the protocols laid down in para B below will be subject to adjudication as per the redressal mechanism.

Disclaimer

The IRS 2017 data is licensed to the IRS Subscriber for a period of two years and as such the IRS data can only be used by registered subscribers of the data. MRUC retains the right to initiate legal action against any access or unauthorized use of the data by non-subscribers and any unauthorized sharing of the data by any subscriber.

Code of Self-Regulation

a) Comparisons with previous rounds

The IRS 2017 report is based on a research which has been independently conducted and not in continuation of any previous research, with modifications in sample size, methodology and reporting such as –

- (i) Increase in sample size across select major metros, other pop-strata and rural areas, where found necessary;
- (ii) Modifications in the administration of the questionnaire in IRS 2017.
- (iii) Changes in reporting metrics vis-à-vis previous rounds.

As such the IRS 2017 data does not lend itself to comparison between the IRS 2017 report and any previous rounds of the IRS. Per se the Subscriber may not compare the IRS 2017 data with any previous IRS rounds.

b) Use of IRS 2017 data in publicity and promotions

In all cases of publicity/promotion, hoardings or communication in any other form, where Readership / Listenership / Viewership data may be compared with two or more publications / radio stations / TV channels / any other media, users should abide by the following protocol:

- Any claim for “leading”, “No.1” or to establish top position by any parameter/s should **ONLY** be based on a like to like comparison, i.e. the same set of readership / listenership / viewership data to be compared amongst publications / radio stations / TV channels / any other media, sourced only from IRS 2017.
- Comparison should be restricted to publications of similar publishing frequencies, i.e., Daily newspapers to Daily newspapers, weekly newspapers to weekly newspapers and magazines to magazines.
- Comparison should be between similar readership frequencies – i.e. AIR to AIR, 1-3 days to 1 – 3 days, 1-7 days to 1 – 7 days and TR to TR.
- For any specific demographic, geographic, product profile category the comparison should be done with the same set of comparable readership / listenership / viewership numbers for all publications / radio stations / TV channels / any other media
- Users may not promote gain / loss in variables reported in IRS 2017, versus any previous rounds of IRS for reasons enumerated in Para (a) above



- **The applicable parameter/s along with the specific geographical area (City, State, Country) must be clearly mentioned (in the same font size as the headline) in the publicity material.**
- c) Comparison of IRS 2017 readership / listenership / viewership data across two or more media titles**

Readership / Listenership / Viewership data may be compared with two or more publications / radio stations / tv channels / any other media using the following guidelines:

- (i) Comparison should be like to like i.e. the same set of readership / listenership / viewership data to be compared amongst publications / radio stations / tv channels / any other media, sourced only from IRS 2017.
- (ii) Comparison should be restricted to publications of similar publishing frequencies, i.e., Daily newspapers to Daily newspapers, weekly newspapers to weekly newspapers and magazines to magazines.
- (iii) Comparison should be between similar readership frequencies – i.e. AIR to AIR, 1-3 days to 1 – 3 days, 1-7 days to 1 – 7 days and TR to TR.
- (iv) For any specific demographic, geographic, product profile category the comparison should be done with the same set of comparable readership / listenership / viewership numbers for all publications / radio stations / tv channels / any other media

All the specific parameters used in the data should be clearly mentioned in the publicity material in the same font size as the dominant body copy.

d) Variant readership

- (i) The readership of the “main” edition of a newspaper should not be clubbed along with that of readership of the “variant” editions of the respective newspaper/s
- (ii) The “main” edition and the “variant” edition should be treated as two different newspapers
- (iii) Publishers should refrain from issuing misleading communication wherein readership numbers of Main+Variant are reported as a single readership number for that publication.
- (iv) Media planners should verify readership being used for comparison between publications, i.e., Main or Variant, and ensure like-to-like comparisons are used for selection of publications
- (v) Readership numbers of Main issue of one publication should be compared only with the Main issue readership numbers for other publications.
- (vi) For any cost comparisons, it is essential to verify whether the right rates, from the Main issue or Variant issue rate cards, are being used for all selected publications to ensure no incorrect comparisons are made.



1. Redressal Mechanism

Any violation under this Code by any subscriber/member/user, will be adjudicated by a Disciplinary Committee (**DisCom**) constituted by the MRUC.

- a) Any member and/or subscriber affected by the release of any publicity material violating the code provided shall write to the MRUC **DisCom** within seven days of the date of publicity with the following:
 - (i) Covering letter from the Owner/CEO of the Complainant giving
 1. Name and Address of the Complainant
 2. Name and Address of the Opposite party
 3. Details of the nature of violation along with corresponding claim of the Complainant
 - (ii) Actual copy in the case of printed publicity (newspaper, magazine or flyer), colour photograph in case of any Outdoor medium and a recording in case of Audio-visual
 - (iii) A DD of Rs. 10,000/- issued in favour of MRUC
- b) The **DisCom** shall deliberate on the Complaint within seven days of receipt of the complaint and convey its decision to the Complainant and the Opposite party within seven days of its decision
- c) If the Opposite Party is found guilty of contravening the Code, **DisCom** will propose following corrective action against the offender, which may include:
 - The said publication to print a corrigendum on the same page and size of the publicity in case of publicity/campaign in a newspaper and/or magazine (text of corrigendum as advised by MRUC)
 - In case of any other form of publicity/campaign, then the corrigendum to be published on page 3 in size 20 x 3 cc as per draft of the corrigendum advised by MRUC
 - Corrigendum to be published within a period of 15 days from the date of decision of the **DisCom**
 - MRUC may advise all affected competing publications to publish the same corrigendum on no cost basis.
 - MRUC may also inform all its members about the said violation.
- d) MRUC also retains the right to take suo moto cognisance of any violation of the guidelines under this code.

The decision of the MRUC Disciplinary Committee will be final.

APPENDIX I

Guidelines for Responsible use of IRS Data

1) Statistical rules governing IRS 2017

- a) **IRS 2017 fieldwork period:** *March 2016 to July 2016 and December 2016 to November 2017*
- b) The estimations made and provided in the IRS are based on random sampling methodology and all such estimates operate within 20% (approximate) sampling / non-sampling error¹ level for any reporting breaks with 90% confidence level for 10% incidence.
- c) Estimates for a title are suppressed if the unweighted² all-adult readership for the title for the period of the survey, in the respective reporting unit of IRS, falls below 30.

2) Data classification

- a) Household vs. Individual data
 - i) The IRS reports Household data and Individual data separately
 - ii) Reading Household Consumer Goods and Durables
 - Penetration of Durables ownership and purchase of consumer goods is captured at household level and should not be used for universe sizing in the Individual database.
 - Individual data should be considered only for consumer profiling. It should be read as the targeted Individuals who own those durables or purchase the respective consumer goods, in their household.
- b) Readership data
 - i) **Readership metrics**

Readership for Daily Newspapers is now reported by the following metrics-

 - Total Readership – last 4 weeks
 - 1 to 7 days
 - 1 to 3 days
 - AIR - Yesterday Readership
 - ii) **Variant Readership**
 - For the first time, IRS 2017 now captures readership for both - main paper as well as variants of the main paper for select markets.
 - Variants have been identified basis differences in mastheads / presence or absence of supplements and/or price point differences (as reported in ABC or by details as provided by respective publication houses)



1. Causes for Variations in Sample Surveys

All estimates based on a sample survey are subject to 'sample variation'. However tightly controlled, the results from one sample of people will differ somewhat from another sample of people drawn in exactly the same way.

Any characteristic (e.g. % owning a cell phone, % reading a newspaper etc.) observed in any sample survey or sample surveys conducted at two different time periods, could show different results. These observed differences can be of two types:

a) Real change has occurred in the characteristic being measured. Such as cell phone ownership may have gone up.

b) No real change has actually happened, but the survey shows some differences.

Obviously, there is no issue in the first case. Let us now focus on the second case. The observed differences can be due to many reasons. These can be classified into three broad groups:

- i. First: Sampling Error - Sampling error represents the uncertainty in survey estimates that occurs because we observe data on a sample in the population rather than on every unit of population. Any sample survey, including the best and the largest in the world, will have variations in estimates, simply because it is a sample survey. One can only minimize sampling error by designing samples to provide the most precise estimates at available resources. There is no way to avoid this error other than to conduct a Census. Sampling error is often expressed as standard errors or in simple terms 'Margin of Error' (at a design confidence level, for estimates). The magnitude of Margin of Error depends on the incidence of observed characteristic and the sample size. (Refer below the paragraph on Sampling Variations)
- ii. Second: The survey design (the theoretical parameters such as representativeness and accuracy of the household selection frame, in our case the electoral rolls, etc.) will have a role to play in this.
- iii. Third: Non-Sampling Errors - Lastly, errors creeping in due to non-response, respondent's understanding of questions, wrong or incomplete responses from respondents, respondent selection processes not followed accurately, interviewer mistakes and errors in data punching or processing etc.



Our objective, is to

- a) Operate within the ranges defined by globally accepted random sampling methods (i.e. within 'First point' above)
- b) Create a robust theoretical design to minimize errors referenced under 'Second'.
- c) Control processes as much as possible such that errors occurring due to 'Third' are kept to a minimum

Sampling Variations:

The level of sampling variation (Margin of Error) is what the survey designers have agreed to accept (indicated by the survey's reporting standard) for any survey estimate. The IRS reporting standards define that the estimates be reported within 20% Margin of Error at 90% confidence level for an incidence of 10%.

Let's explain a few related and important points on this:

- (i) 90% confidence means that if a survey were to be conducted 100 times, on 90 occasions the variation would be within range defined by the reporting standard. Please note that this means that in 10% cases the estimate may well be beyond the defined range.
- (ii) IRS estimates are not point estimates, but a range estimate and the range depends on the 'Margin of Error' associated with each estimate. And as per IRS design statistics, there are 90% chances that the actual estimate lies within this range (lower and upper confidence limit).
- (iii) IRS reporting standards define that the estimates be reported within 20% Margin of Error at 90% confidence level for an incidence of 10%. Hence, a higher incidence will have a lower Margin of Error and a lower incidence will have a higher Margin of Error.

Please refer below few examples for better clarity:

To understand Margin of Error in sampling and associated estimate range

- The table below, Table A, shows the upper and lower confidence limits that are associated with Brand A usership estimate at 90% confidence level
- This means that there are 90% chance that the actual user of brand A fall somewhere within these limits: in this example the reported usership estimate is 100,000 users, and there is a 90% chance that the actual users lies somewhere between 88,000 and 112,000 users.



TABLE A

		All India	Market X
Totals	(000s)	257993	782
	Sample Count	59018	541
Brand A	(000s)	36768	344
	Sample Count	9210	253
Brand B	(000s)	132830	271
	Sample Count	27723	193
Brand C	(000s)	20605	76
	Sample Count	5017	40
Brand D	(000s)	31449	45
	Sample Count	8500	30
Brand E	(000s)	3609	-
	Sample Count	972	9
Brand F	(000s)	32732	-
	Sample Count	7596	16

2. Recommended minimum sample size for analysis

- Any estimate based on a respondent count of less than 30, does not meet Globally accepted statistical thresholds and hence should not be analysed.
- To avoid any inadvertent misinterpretation of data and for the benefit of IRS data users, IRS technical committee has decided to not report any estimate based on a sample count of less than 30. Hence, any estimate (cell estimate in IRS Clear Decisions) based on a sample count of less than 30 will not get reported/displayed.
- Please note that while conducting any cross tab in Clear Decisions, if the numbers are not visible in any cell, it does not necessarily mean that the cell has zero cell value- Cells estimate which are based on sample count of more than 30 gets reported/visible and cells which are based on less than 30

sample count do not get reported/not visible. All sample counts are getting counted in the total.

- **For instance, please refer the Table A above; blank cell for Brand E and F do not mean Zero owners of Brand E and F, the data for these cells have not been reported as the sample count is less than 30, however they contribute to total estimate value.**

Example from IRS 2017

2. To understand:

- **Readership estimate with associated estimate range and**

Readership estimate for top 3 publications of Market 1- Publication A, Publication B, Publication C

Refer below the readership estimate with respective estimate range for the publications:

In Market 1	IRS 2017 Estimate
Pub A	
TR Estimates ('000)	3981 UL- 4213 & LL-3749
Pub B	
TR Estimates ('000)	3849 UL- 4078 & LL-3620
Pub C	
TR Estimates ('000)	3559 UL- 3780 & LL-3338
<i>UL: Signifies upper confidence limit of AIR estimate</i>	
<i>LL: Signifies lower confidence limit of AIR estimate</i>	

This means:

- there is a 90% chance that the actual readership of Pub A (In IRS 2017) lies anywhere between 3,468,000 and 3,910,000; similarly the data needs to be read for other data points.

- *(To conduct Significance Test, please refer the Significant Test Worksheet on MRUC website)*

3. To understand:

- **Readership estimate with associated estimate range and**

Readership estimate for top 3 publications of Market 2- Pub D, Pub E and Pub F

Refer below the readership estimate with respective estimate range for the publications:

In Market 2	IRS 2017 Estimate
Pub D	
TR Estimates ('000)	4673 UL- 4955 & LL-4391
Pub E	
TR Estimates ('000)	4320 UL- 4592 & LL-4048
Pub F	
TR Estimates ('000)	815 UL- 937 & LL-693
<i>UL: Signifies upper confidence limit of AIR estimate</i>	
<i>LL: Signifies lower confidence limit of AIR estimate</i>	

This means:

- there is a 90% chance that the actual readership of Pub D (In IRS 2017) lies anywhere between 4,391,000 and 4,955,000; similarly the data needs to be read for other data points.
- *(To conduct Significance Test, please refer the Significant Test Worksheet on MRUC website)*

Media Consumption – Some Snippets IRS 2017

The below table shows the media consumption across the different media platforms in IRS 2017 -

Estimates ('000)	All India	Urban	Rural
Print - Any Publication L1M	411334	195595	215739
Print – Any Newspaper L1M	407032	193320	213712
Television viewership in L1M	782497	319857	462640
Radio Listenership in L1M	202733	101251	101482
Cinema consumption in L1M	34896	23503	11393

One factor which positively affects all media consumption is the dynamic market scenario of the country during elections. During the course of IRS 2017 fieldwork several important state elections were held. Important states that had elections were Assam, Goa, Kerala, Manipur, Mizoram, Tamil Nadu & Pondicherry and West Bengal in 2016 and Uttar Pradesh in the first quarter of 2017. This created the need for information among media consumers: the need to get access to latest local and national political news. During this time all media vehicles attempted to cater to this need of consumers. It is commonly observed that all media consumption in general and print in particular see an increase in such a period, as print is uniquely positioned to cater to latest national, regional and local political news.

Print

1) Contribution by Hindi & Regional publications

The below table shows the contribution of readership by key language across urban and rural markets

Readership ('000)	IRS 2017	Urban	Rural
Any Daily	384945	184266	200679
Any Hindi Daily	176230	75730	100500
Any English Daily	27535	23256	4279
Regional Daily	202878	102404	100474

2) Readership by pop strata

The below table shows the readership across pop strata:

Readership ('000)	All India	>5L Towns	<5L Towns	Rural
Any Daily	384945	101302	82964	200679
Any Hindi Daily	176230	38865	36865	100500
Any English Daily	27535	18763	4493	4279
Regional Daily	202878	56531	45872	100474

Higher contribution of Hindi & regional publications is corroborated by increase in coverage of Hindi & vernacular publications – by means of adding new editions and entering newer markets.

Television

The below table shows the viewership across pop strata:

	All India	>5L Towns	<5L Towns	Rural
TV Viewership ('000)	782497	164127	155730	462640

Rural India is the key contributor to TV viewership - 1 in 2 households owning a TV in rural India

Radio

The below table shows radio listenership across pop strata:

	All India	>5L Towns	<5L Towns	Rural
Radio ('000)	202733	67066	34185	101482

Radio has 20.27 Cr listeners at All India which is fuelled largely Phase III implementation of Radio Station expansion. Large Towns as well as Rural India are the key contributors for Radio listenership, followed by >5L towns.

Reference period for Internet usage has been modified to reflect changing behaviour – accordingly we will be reporting last 1 month consumption.

Also, note that while capturing “radio listenership in the last one month”, the question in 2014 was changed from ‘listening to radio’ to ‘listening to radio or FM’.

Please note that IRS readership estimates are range estimates and not point estimates. This implies that there is an error of margin associated with the IRS estimate and thus the estimates operate within that range. As per the survey design statistics, there is a 90% chance that the readership lies somewhere between the lower and upper limit of the IRS estimate. Hence, not all changes in readership estimates may be material in nature and such changes should be analysed using a statistical significance test.



ANNEXURE - I : SCR Reported

State	SCR	District
Andhra Pradesh	Andhra- 1	East Godavari Srikakulam Visakhapatnam Vizianagaram West Godavari
	Andhra- 2	Guntur Krishna UA District Cluster Prakasam Sri Potti Sriramulu Nellore
	Rayalseema	Anantapur Chittoor Kurnool Y.S.R.
Telangana	Telangana- 1	Adilabad Karimnagar Nizamabad
	Telangana- 2	Hyderabad UA District Cluster Khammam Mahbubnagar Medak Nalgonda Rangareddy Warangal
Assam	Brahmaputra Valley- 1	Baksa Barpeta Bongaigaon Chirang Dhubri Goalpara Kokrajhar Sonitpur



State	SCR	District
Assam	Brahmaputra Valley- 2	Dhemaji Dibrugarh Golaghat Jorhat Karbi Anglong Lakhimpur Sivasagar Tinsukia
	Brahmaputra Valley- 3	Darrang Kamrup Kamrup Metropolitan Morigaon Nagaon Nalbari Udalguri
	Cachar (Surma Valley Jorhachal)	Cachar Dima Hasao Hailakandi Karimganj
Bihar	Bhojpur-bihar	Aurangabad Bihar Bhojpur Buxar Gopalganj Kaimur (Bhabua) Pashchim Champaran Purba Champaran Rohtas Saran Siwan



State	SCR	District
Bihar	Bihar	Arwal Banka Begusarai Bhagalpur Gaya Jamui Jehanabad Katihar Khagaria Lakhisarai Munger Nalanda Nawada Patna Sheikhpura
	Maithila	Araria Darbhanga Kishanganj Madhepura Madhubani Muzaffarpur Purnia Saharsa Samastipur Sheohar Sitamarhi Supaul Vaishali



State	SCR	District
Chhatisgarh	Baselkhand	Koriya Surguja
	Chhatisagarh & Gondwana	Rajnandgaon
		Bilaspur Dhamtari Durg Janjgir - Champa Jashpur Kabeerdham Korba Mahasamund Raigarh Raipur
	Dandekarnia	Bastar Bijapur Dakshin Bastar Dantewada Narayanpur Uttar Bastar Kanker
Gujarat	Bhilistan - Gujarat	Banas Kantha Dohad Mahesana Panch Mahals Sabar Kantha



State	SCR	District
Gujarat	Gujarat Plains	Ahmadabad UA District Cluster Anand Bharuch Daman Gandhinagar Kheda Narmada Navsari Surat Tapi The Dangs Vadodara Valsad
		Konkan Dadra & Nagar Haveli
	Saurashtra (Kathiawar)	Amreli Bhavnagar Diu Jamnagar Junagadh Kachchh Patan Porbandar Rajkot Surendranagar



State	SCR	District
Haryana	Eastern Haryana	Ambala Faridabad Gurgaon Jhajjar Jind Kaithal Karnal Kurukshetra Mewat Palwal Panchkula Panipat Rewari Rohtak Sonapat Yamunanagar
	Western Haryana	Bhiwani Fatehabad Hisar Mahendragarh Sirsa
Himachal Pradesh	Himachal Pradesh	Bilaspur Chamba Hamirpur Kangra Kinnaur Kullu Mandi Shimla Sirmaur Solan Una



State	SCR	District	
Jammu & Kashmir	Kishtwar & Jammu	Doda	
		Jammu	
		Kathua	
Punch	Rajouri	Reasi	
			Samba
			Udhampur
Jharkhand	Jharkhand Hills	Bokaro	
		Deoghar	
		Dhanbad	
		Dumka	
		Giridih	
		Godda	
	Jamtara		
	Pakur		
	Sahibganj		
Jharkhand Plains- 1	Gumla	Lohardaga	
		Pashchimi Singhbhum	
		Purbi Singhbhum	
Saraikela-Kharsawan	Simdega	Chatra	
			Garhwa
			Hazaribagh
Khunti	Kodarma	Latehar	
			Palamu
			Ramgarh
Ranchi			



State	SCR	District
Karnataka	Kannad- 1	Dakshina Kannada Haveri Udupi Uttara Kannada
	Kannad- 2	Bagalkot Belgaum Bijapur Dharwad Gadag
	Karnatak (Deccan)	Bellary Bidar Gulbarga Koppal Raichur Yadgir
	Malnad	Chikmagalur Hassan Kodagu Shimoga
	Old Mysore	Bangalore Bangalore Rural Chamarajanagar Chikballapura Chitradurga Davanagere Kolar Mandya Mysore Ramanagara Tumkur



State	SCR	District
Kerala	Central Travancore	Alappuzha Idukki Kottayam Pathanamthitta
	Kochi (Central Kerala)	Ernakulam Palakkad Thrissur
	Malabar (North Kerala)	Kannur Kasaragod Kozhikode Malappuram Wayanad
	Travancore (South Kerala)	Kollam Thiruvananthapuram
Madhya Pradesh	Baselkhand	Anuppur Panna Rewa Satna Shahdol Sidhi Singrauli Umaria
	Bhilistan - M.P.	Alirajpur Barwani Dhar Jhabua Mandsaur Neemuch Ratlam West Nimar



State	SCR	District
Madhya Pradesh	Bhundelkhand - M.P.	Ashoknagar Bhind Chhatarpur Datia Guna Gwalior Morena Sheopur Shivpuri Tikamgarh
	Chhatisagarh & Gondwana	Balaghat Dindori Jabalpur Katni Mandla Seoni
	North Malwa- 1	Damoh Raisen Rajgarh Sagar Vidisha
	North Malwa- 2	Bhopal Dewas Indore Sehore Shajapur Ujjain
	South Malwa- 1	Betul Burhanpur East Nimar Harda Hoshangabad



State	SCR	District
Madhya Pradesh	South Malwa- 2	Chhindwara Narsimhapur
Maharashtra	Desh (Western Ghat)- 1	Ahmadnagar Nashik Pune Satara
	Desh (Western Ghat)- 2	Kolhapur Sangli Sindhudurg Solapur
	Khandesh	Dhule Jalgaon Nandurbar
	Konkan	Mumbai UA District Cluster Raigarh Ratnagiri Thane
	Marathwada	Aurangabad Bid Hingoli Jalna Latur Nanded Osmanabad Parbhani
	Vidharba- 1	Chandrapur Gadchiroli Gondiya



State	SCR	District
Maharashtra	Vidharba- 2	Akola Amravati Bhandara Buldana Nagpur Wardha Washim Yavatmal
Manipur	Manipur	Bishnupur Chandel Churachandpur Imphal East Imphal West Senapati Tamenglong Thoubal Ukhrul
Meghalaya	Meghalaya	East Garo Hills East Khasi Hills Jaintia Hills Ribhoi South Garo Hills West Garo Hills West Khasi Hills
Mizoram	Mizoram	Aizawl Champhai Kolasib Lawngtlai Lunglei Mamit Saiha Serchhip



State	SCR	District
Nagaland	Nagaland	Mon Dimapur Kiphire Kohima Longleng Mokokchung Peren Phek Tuensang Wokha Zunheboto
Nct Of Delhi	Delhi	Delhi UA District Cluster
Odisha	Coastal Odisha (Kalinga)	Baleshwar Bhadrak Cuttack Jagatsinghapur Jajapur Kendrapara Khordha Nayagarh Puri
	Dandekarnia	Koraput Malkangiri Nabarangapur Rayagada
	Gondwana - Odisha	Bargarh Debagarh Jharsuguda Sambalpur Sundargarh



State	SCR	District
Odisha	Odisha Hills & Plateau- 2	Anugul Baudh Dhenkanal Gajapati Ganjam Kandhamal Kendujhar Mayurbhanj Subarnapur
	Odisha Hills & Plateau- 1	Balangir Kalahandi Nuapada
Punjab	Bisht Doab (Beas Sutlej) & East Punjab	Barnala Chandigarh Fatehgarh Sahib Hoshiarpur Jalandhar Ludhiana Patiala Rupnagar Sahibzada Ajit Singh Nagar Sangrur Shahid Bhagat Singh Nagar
	North Punjab Plains	Amritsar Gurdaspur Tarn Taran
	South Punjab Plains	Bathinda Faridkot Firozpur Kapurthala Mansa Moga Muktsar



State	SCR	District
Rajasthan	Jaipur (Aravallis)	Ajmer Dausa Jaipur Jhunjhunun Karauli Sawai Madhopur Sikar Tonk
	Maru Pradesh (Marwar)- 1	Jalor Jodhpur Pali
	Maru Pradesh (Marwar)- 2	Barmer Bikaner Churu Ganganagar Hanumangarh Jaisalmer Nagaur
	Mewar- 1	Banswara Chittaurgarh Dungarpur Pratapgarh
	Mewar – 2	Baran Bhilwara Bundi Jhalawar Kota Rajsamand Sirohi Udaipur
	Mewat	Alwar Bharatpur Dhaulpur



State	SCR	District
Sikkim	Sikkim	East District North District South District West District
Tamil Nadu/Puducherry	Coimbatore	Coimbatore Erode Namakkal Salem The Nilgiris Tiruppur
	Madras	Chennai UA District Cluster Cuddalore Dharmapuri Kancheepuram Krishnagiri Thiruvallur Tiruvannamalai Vellore Viluppuram
	Madurai	Kanniyakumari Madurai Theni Thoothukkudi Tirunelveli Virudhunagar



State	SCR	District
Tamil Nadu	Tanjore	Ariyalur Dindigul Karur Nagapattinam Perambalur Pudukkottai Ramanathapuram Sivaganga Thanjavur Thiruvarur Tiruchirappalli
	Pondicherry	Karaikal Mahe Puducherry Yanam
Tripura	Tripura	Dhalai North Tripura South Tripura West Tripura
Uttar Pradesh	Bhojpur	Allahabad Azamgarh Ballia Chandauli Ghazipur Jaunpur Kaushambi Mau Mirzapur Sant Ravidas Nagar (Bhadohi) Sonbhadra Varanasi



State	SCR	District
Uttar Pradesh	Bhundelkhand	Banda Chitrakoot Hamirpur Jalaun Jhansi Lalitpur Mahoba
	Braj- 1	Agra Mahamaya Nagar Mathura
	Braj- 2	Aligarh Auraiya Bulandshahr Etah Etawah Farrukhabad Firozabad Kannauj Kanshiram Nagar Mainpuri
	Oudh - 2- 1	Bahraich Balrampur Deoria Gonda Kushinagar Mahrajganj Shrawasti Siddharthnagar



State	SCR	District
Uttar Pradesh	Oudh - 2- 2	Ambedkar Nagar Basti Faizabad Gorakhpur Pratapgarh Sant Kabir Nagar Sultanpur
	Oudh-1- 1	Bara Banki Hardoi Kheri Sitapur Unnao
	Oudh-1- 2	Fatehpur Kanpur Dehat Kanpur Nagar Lucknow Rae Bareli
	Rohelkhand- 1	Baghpat Gautam Buddha Nagar Ghaziabad Meerut Muzaffarnagar Saharanpur
	Rohelkhand- 2	Bareilly Bijnor Budaun Jyotiba Phule Nagar Moradabad Pilibhit Rampur Shahjahanpur



State	SCR	District
Uttarakhand	Rohelkhand- 2	Hardwar
	Uttarkand	Almora Bageshwar Chamoli Champawat Dehradun Garhwal Nainital Pithoragarh Rudraprayag Tehri Garhwal Udham Singh Nagar Uttarkashi
West Bengal	Darjiling	Darjiling Jalpaiguri Koch Bihar
	Duars	Dakshin Dinajpur Maldah Uttar Dinajpur
	Ganga Delta	Haora Hugli Kolkata UA District Cluster Murshidabad Nadia North Twenty Four Parganas South Twenty Four Parganas
	Rahr	Bankura Barddhaman Birbhum Paschim Medinipur Purba Medinipur Puruliya

ANNEXURE – II - District/District Clusters Reported

- All the UAs which are spread into multiple districts are reported under main UA district.
- The remainder portion of the district, that the UA is not present in, is reported separately as a District/District cluster scheme mentioned in the pages below.
 - E.g:- Ahmadabad UA is spread across Ahmadabad district and Gandhinagar district. The portion of Ahmadabad UA which is spread into Gandhinagar district is reported under ‘Gujarat - Ahmadabad District Cluster’ (as main district for this UA is Ahmadabad) whereas, the remainder portion of Gandhinagar district is reported under ‘Gujarat Cluster 8’
- Below is the table of all Cities/UAs that are currently part of multiple districts and are reported as Cluster Districts

Cluster District name	District Includes
Gujarat – Ahmadabad UA District Cluster	Ahmadabad + Part of Gandhinagar District
Andhra Pradesh – Hyderabad UA District Cluster	Hyderabad + Part of Medak, Rangareddy Districts
Andhra Pradesh – Krishna UA District Cluster	Krishna + Part of Guntur District
Tamil Nadu – Chennai UA District Cluster	Chennai + Part of Thiruvallur and Tiruchcheepuram Districts
Maharashtra - Mumbai UA District Cluster	Mumbai + Part of Thane District
Delhi UA - District Cluster	All Districts of NCT of Delhi
West Bengal - Kolkata UA District Cluster	Kolkata + Part of Nadia, North Twenty Four Parganas, Hugli, Haora, Kolkata, South Twenty Four Parganas Districts

District/District Clusters Reported

- 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 Cluster 16	West Godavari
Andhra Pradesh Cluster 17	East Godavari
Telangana Individual 1	Hyderabad UA District Cluster
Telangana Individual 2	Karimnagar
Telangana Individual 3	Mahbubnagar
Telangana Individual 4	Warangal
Telangana - District Cluster 5	Adilabad
	Nizamabad
Telangana - District Cluster 6	Medak
	Rangareddy
Telangana - District Cluster 7	Nalgonda
	Khammam
Assam Individual 1	Sonitpur
Assam Cluster 2	Kokrajhar
	Dhubri
	Baksa
	Chirang
	Bongaigaon
	Barpeta
	Goalpara



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	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 Cluster 1	Raipur
	Durg
	Rajnandgaon

* Indicates field work done only in Urban



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
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	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	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	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	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 Cluster 3	Kozhikode
	Wayand
Kerala Individual 4	Kollam
Kerala Cluster 5	Idukki
	Kottayam
	Alappuzha
	Pathanamthitta
Kerala Cluster 6	Palakkad
	Thrissur
Kerala Individual 8	Ernakulam
Kerala Cluster 7	Kasaragod
	Kannur
Madhya Pradesh Individual 1	Indore



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



District/District Clusters	Districts
Odisha Cluster 4	Bargarh
	Jharsuguda
	Sambalpur
	Debagarh
	Sundargarh
Odisha Cluster 5	Kendujhar
	Mayurbhanj
	Dhenkanal
	Anugul
	Gajapati*
	Baudh
	Subarnapur
Odisha 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	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
	Barmer
Rajasthan Cluster 7	Dungarpur
	Banswara
	Chittaurgarh
	Pratapgarh



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	Districts
Tamil Nadu Cluster 9	Dindigul
	Karur
	Tiruchirappalli
	Perambalur
	Ariyalur
	Nagapattinam
	Thiruvavarur
	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	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	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	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



ANNEXURE – III - ZONES IN TOP 4 METROS

DELHI UA	
ZONE 1	North West & North District
ZONE 2	North East & East District
ZONE 3	New Delhi, Central Delhi, South Delhi & Delhi Cantt & Vasant Vihar Sub district of South West Delhi
ZONE 4	West Delhi & Najafgarh sub-district of South West Delhi district
MUMBAI UA	
ZONE 1	Mumbai Town (Colaba to Mahim) & Western line up to Juhu
ZONE 2	Western Line (Vile Parle to Mira -Bhayander)
ZONE 3	Central Line (Chembur to Mulund)& Navi Mumbai
ZONE 4	Thane & other Central line suburbs
KOLKATA UA	
ZONE 1	North Kolkata + some central Kolkata part + Some part of North Twenty Four Parganas district
ZONE 2	South Kolkata + central Kolkata part + some part of South Twenty Four Parganas area
ZONE 3	Nadia district parts + Some part of North Twenty Four Parganas district
ZONE 4	Part of Hugli district + Haora district + South Twenty Four Parganas district
CHENNAI UA	
ZONE 1	Chennai MC
ZONE 2	Chennai – UA Components



ANNEXURE – IV - 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; Kinnaur
Jammu & Kashmir	Kashmir region, Doda
Lakshadweep	All
Maharashtra	Rural part of Gadchiroli
Manipur	Senapati, Churachandpur, Ukhrul, Chandel,
Nagaland	Mon, Mokokchung
Odisha	Kandhamal, Malkangiri and Gajapati, Nuapada, and Rayagada .



ANNEXURE – V : Sample by Geography – HH

State Level

Reporting Unit	Variable	HOUSEHOLDS
All India	Total	3,19,618
State	Andhra Pradesh	14,361
State	Assam	6,403
State	Bihar	15,111
State	Chhattisgarh	7,269
State	Gujarat	20,490
State	Haryana	6,454
State	Himachal Pradesh	1,257
State	Jammu & Kashmir	1,655
State	Jharkhand	8,408
State	Karnataka	18,019
State	Kerala	13,035
State	Madhya Pradesh	16,664
State	Maharashtra	38,296
State	Manipur	926
State	Meghalaya	958
State	Mizoram	929
State	NCT Of Delhi	7,581
State	Nagaland	969
State	Odisha	10,824
State	Punjab	9,626
State	Rajasthan	16,044
State	Sikkim	927
State	Tamil Nadu	24,119
State	Telangana	11,379
State	Tripura	991
State	Uttar Pradesh	38,649
State	Uttarakhand	2,408
State	West Bengal	25,866



Population Strata

Reporting Unit	Variable	HOUSEHOLDS
Urban / Rural	Urban	2,09,724
Urban / Rural	Rural	1,09,894
Zones	North	83,674
Zones	East	79,581
Zones	West	75,450
Zones	South	80,913
Pop Strata	Urban - Metro 50L+	42,734
Pop Strata	Urban - Metro 15-50L	24,878
Pop Strata	Urban - Metro 10-15L	23,673
Pop Strata	Urban - 5-10L	39,849
Pop Strata	Urban - 2-5L	17,573
Pop Strata	Urban - 1-2L	17,729
Pop Strata	Urban - Less than 1L	43,288
Pop Strata	Rural - More than 5K	30,325
Pop Strata	Rural - Less than 5K	79,569



Socio Cultural Region (SCR)

Reporting Unit	Variable	HOUSEHOLDS
SCR	Andhra Pradesh - Andhra- 1	4,750
SCR	Andhra Pradesh - Andhra- 2	5,662
SCR	Andhra Pradesh – Rayalseema	3,949
SCR	Assam - Brahmaputra Valley- 1	1,950
SCR	Assam - Brahmaputra Valley- 2	1,339
SCR	Assam - Brahmaputra Valley- 3	2,257
SCR	Assam - Cachar (Surma Valley - Poorbachal)	857
SCR	Bihar - Bhojpur-Bihar	4,824
SCR	Bihar – Bihar	5,130
SCR	Bihar – Maithila	5,157
SCR	Chattisgarh - Baselkhand-C.G	897
SCR	Chattisgarh - Chhatisagarh & Gondwana	5,601
SCR	Chattisgarh - Dandekarnia- C.G	771
SCR	Gujarat - Bhilistan – Gujarat	1,731
SCR	Gujarat - Gujarat Plains	11,150
SCR	Gujarat - Konkan - G.J	817
SCR	Gujarat - Saurashtra (Kathiawar)	6,792
SCR	Haryana - Eastern Haryana	5,251
SCR	Haryana - Western Haryana	1,203
SCR	Himachal Pradesh - Himachal Pradesh	1,257
SCR	Jammu & Kashmir - Kishtwar & Jammu	1,655
SCR	Jharkhand - Jharkhand Hills	3,774
SCR	Jharkhand - Jharkhand Plains- 1	1,880
SCR	Jharkhand - Jharkhand Plains- 2	2,754
SCR	Karnataka - Kannad- 1	2,027
SCR	Karnataka - Kannad- 2	3,694
SCR	Karnataka - Karnatak (Deccan)	2,716
SCR	Karnataka – Malnad	1,111
SCR	Karnataka - Old Mysore	8,471



Reporting Unit	Variable	HOUSEHOLDS
SCR	Kerala - Central Travancore	1,322
SCR	Kerala - Kochi (Central Kerala)	3,573
SCR	Kerala - Malabar (North Kerala)	5,022
SCR	Kerala - Travancore (South Kerala)	3,118
SCR	Madhya Pradesh - Baselkhand- M.P.	1,511
SCR	Madhya Pradesh - Bhilistan - M.P.	1,550
SCR	Madhya Pradesh - Bhundelkhand - M.P.	3,091
SCR	Madhya Pradesh - Gondwana - M.P.	2,384
SCR	Madhya Pradesh - North Malwa- 1	1,379
SCR	Madhya Pradesh - North Malwa- 2	4,799
SCR	Madhya Pradesh - South Malwa- 1	1,059
SCR	Madhya Pradesh - South Malwa- 2	891
SCR	Maharashtra - Desh (Western Ghat)- 1	9,216
SCR	Maharashtra - Desh (Western Ghat)- 2	4,629
SCR	Maharashtra – Khandesh	1,903
SCR	Maharashtra - Konkan - M.H	10,737
SCR	Maharashtra - Marathwada	5,034
SCR	Maharashtra - Vidharba- 1	1,007
SCR	Maharashtra - Vidharba- 2	5,770
SCR	Manipur – Manipur	926
SCR	Meghalaya – Meghalaya	958
SCR	Mizoram – Mizoram	929
SCR	Nagaland – Nagaland	969
SCR	NCT Of Delhi – Delhi	7,581
SCR	Odisha - Coastal Odisha (Kalinga)	4,398
SCR	Odisha - Dandekarnia- OR1	933
SCR	Odisha – Gondwana	2,091
SCR	Odisha - Odisha Hills & Plateau- 1	883
SCR	Odisha - Odisha Hills & Plateau- 2	2,519
SCR	Punjab - Bisht Doab (Beas Sutlej) & East Punjab	6,010
SCR	Punjab - North Punjab Plains	1,920
SCR	Punjab - South Punjab Plains	1,696



Reporting Unit	Variable	HOUSEHOLDS
SCR	Rajasthan - Jaipur (Aravallis)	5,213
SCR	Rajasthan - Maru Pradesh (Marwar)- 1	2,514
SCR	Rajasthan - Maru Pradesh (Marwar)- 2	3,065
SCR	Rajasthan - Mewar- 1	1,020
SCR	Rajasthan - Mewar- 2	3,003
SCR	Rajasthan – Mewat	1,229
SCR	Sikkim – Sikkim	927
SCR	Tamil Nadu – Coimbatore	6,608
SCR	Tamil Nadu – Madras	8,162
SCR	Tamil Nadu – Madurai	4,063
SCR	Tamil Nadu – Pondicherry	1,462
SCR	Tamil Nadu – Tanjore	3,824
SCR	Telangana - Telangana- 1	2,353
SCR	Telangana - Telangana- 2	9,026
SCR	Tripura – Tripura	991
SCR	Uttar Pradesh – Bhojpur	6,833
SCR	Uttar Pradesh - Bhundelkhand - U.P.	2,076
SCR	Uttar Pradesh - Braj- 1	1,866
SCR	Uttar Pradesh - Braj- 2	3,710
SCR	Uttar Pradesh - Oudh - 2- 1	2,142
SCR	Uttar Pradesh - Oudh - 2- 2	3,551
SCR	Uttar Pradesh - Oudh-1- 1	2,717
SCR	Uttar Pradesh - Oudh-1- 2	4,436
SCR	Uttar Pradesh - Rohelkhand- 1	6,152
SCR	Uttar Pradesh - Rohelkhand- 2	5,166
SCR	Uttarakhand - Rohelkhand- 2	657
SCR	Uttarakhand – Uttarakhand	1,751
SCR	West Bengal – Darjeeling	2,699
SCR	West Bengal – Duars	1,774
SCR	West Bengal - Ganga Delta	13,517
SCR	West Bengal – Rahr	7,876



District / District Cluster

Reporting Unit	Variable	HOUSEHOLDS
District/District Cluster	Andhra Pradesh - District Cluster 12	1087
District/District Cluster	Andhra Pradesh - District Cluster 13	2047
District/District Cluster	Andhra Pradesh - Krishna UA District Cluster	1861
District/District Cluster	Andhra Pradesh - Y.S.R.	916
District/District Cluster	Andhra Pradesh - West Godavari	904
District/District Cluster	Andhra Pradesh - East Godavari	1025
District/District Cluster	Andhra Pradesh - Guntur	1754
District/District Cluster	Andhra Pradesh - Visakhapatnam	1734
District/District Cluster	Andhra Pradesh - Chittoor	1019
District/District Cluster	Andhra Pradesh - Anantapur	988
District/District Cluster	Andhra Pradesh - Kurnool	1026
District/District Cluster	Assam - District Cluster 2	1103
District/District Cluster	Assam - District Cluster 3	1339
District/District Cluster	Assam - District Cluster 4	2257
District/District Cluster	Assam - District Cluster 5	857
District/District Cluster	Assam – Sonitpur	847
District/District Cluster	Bihar - District Cluster 12	839
District/District Cluster	Bihar - District Cluster 13	1029
District/District Cluster	Bihar - District Cluster 14	1361
District/District Cluster	Bihar - District Cluster 15	1424
District/District Cluster	Bihar - District Cluster 16	752
District/District Cluster	Bihar - District Cluster 17	1137
District/District Cluster	Bihar – Patna	1493
District/District Cluster	Bihar – Aurangabad	718
District/District Cluster	Bihar – Vaishali	715
District/District Cluster	Bihar - Purba Champaran	699
District/District Cluster	Bihar – Muzaffarpur	639
District/District Cluster	Bihar – Gaya	852
District/District Cluster	Bihar – Madhubani	641
District/District Cluster	Bihar – Samastipur	585
District/District Cluster	Bihar – Saran	783
District/District Cluster	Bihar - Pashchim Champaran	756
District/District Cluster	Bihar – Darbhanga	688
District/District Cluster	Chhattisgarh - District Cluster 1	3782
District/District Cluster	Chhattisgarh - District Cluster 4	897



Reporting Unit	Variable	HOUSE HOLDS
District/District Cluster	Chhattisgarh - District Cluster 5	1,819
District/District Cluster	Chhattisgarh - District Cluster 6	771
District/District Cluster	Delhi UA - District Cluster	7,581
District/District Cluster	Gujarat - District Cluster 7	1,731
District/District Cluster	Gujarat - District Cluster 8	2,123
District/District Cluster	Gujarat - District Cluster 9	4,009
District/District Cluster	Gujarat - Ahmedabad UA District Cluster	4,709
District/District Cluster	Gujarat – Surat	2,692
District/District Cluster	Gujarat – Vadodara	1,626
District/District Cluster	Gujarat – Rajkot	1,904
District/District Cluster	Gujarat - Dadra & Nagar Haveli	817
District/District Cluster	Gujarat - Kachchh	879
District/District Cluster	Himachal Pradesh - District Cluster 1	1,257
District/District Cluster	Haryana - District Cluster 1	1,203
District/District Cluster	Haryana - District Cluster 2	3,258
District/District Cluster	Haryana - District Cluster 3	1,993
District/District Cluster	Jharkhand - District Cluster 2	3,774
District/District Cluster	Jharkhand - District Cluster 3	1,880
District/District Cluster	Jharkhand - District Cluster 4	1,298
District/District Cluster	Jharkhand - Ranchi	1,456
District/District Cluster	Jammu & Kashmir - District Cluster 1	1,655
District/District Cluster	Karnataka - District Cluster 3	2,027
District/District Cluster	Karnataka - District Cluster 4	2,079
District/District Cluster	Karnataka - District Cluster 5	2,716
District/District Cluster	Karnataka - District Cluster 6	1,111
District/District Cluster	Karnataka - District Cluster 7	3,720
District/District Cluster	Karnataka – Bangalore	4,751
District/District Cluster	Karnataka – Belgaum	1,615
District/District Cluster	Kerala - District Cluster 5	1,322
District/District Cluster	Kerala - District Cluster 6	1,994



Reporting Unit	Variable	HOUSE HOLDS
District/District Cluster	Kerala - District Cluster 7	1,835
District/District Cluster	Kerala – Malappuram	1,575
District/District Cluster	Kerala - Thiruvananthapuram	1,590
District/District Cluster	Kerala – Kozhikode	1,612
District/District Cluster	Kerala – Kollam	1,528
District/District Cluster	Kerala – Ernakulam	1,579
District/District Cluster	Maharashtra - District Cluster 12	2,941
District/District Cluster	Maharashtra - District Cluster 13	914
District/District Cluster	Maharashtra - District Cluster 14	1,024
District/District Cluster	Maharashtra - District Cluster 15	1,903
District/District Cluster	Maharashtra - District Cluster 16	1,007
District/District Cluster	Maharashtra - District Cluster 17	1,695
District/District Cluster	Maharashtra - District Cluster 18	2,486
District/District Cluster	Maharashtra - Mumbai UA District Cluster	7,107
District/District Cluster	Maharashtra – Amravati	1,589
District/District Cluster	Maharashtra – Satara	901
District/District Cluster	Maharashtra – Pune	4,819
District/District Cluster	Maharashtra – Nashik	2,579
District/District Cluster	Maharashtra – Thane	2,606
District/District Cluster	Maharashtra – Ahmednagar	917
District/District Cluster	Maharashtra – Solapur	1,688
District/District Cluster	Maharashtra – Jalgaon	989
District/District Cluster	Maharashtra - Aurangabad - M.H	1,606
District/District Cluster	Maharashtra – Nanded	1,525
District/District Cluster	Meghalaya - District Cluster 1	958
District/District Cluster	Manipur - District Cluster 1	926
District/District Cluster	Madhya Pradesh - District Cluster 2	1,511
District/District Cluster	Madhya Pradesh - District Cluster 3	1,550
District/District Cluster	Madhya Pradesh - District Cluster 4	3,091
District/District Cluster	Madhya Pradesh - District Cluster 5	2,384
District/District Cluster	Madhya Pradesh - District Cluster 6	1,379
District/District Cluster	Madhya Pradesh - District Cluster 7	3,194
District/District Cluster	Madhya Pradesh - District Cluster 8	1,059
District/District Cluster	Madhya Pradesh - District Cluster 9	891
District/District Cluster	Madhya Pradesh – Indore	1,605



Reporting Unit	Variable	HOUSE HOLDS
District/District Cluster	Mizoram - District Cluster 1	929
District/District Cluster	Nagaland - District Cluster 1	969
District/District Cluster	Odisha - District Cluster 2	4,398
District/District Cluster	Odisha - District Cluster 3	933
District/District Cluster	Odisha - District Cluster 4	2,091
District/District Cluster	Odisha - District Cluster 5	1,463
District/District Cluster	Odisha - District Cluster 6	883
District/District Cluster	Odisha – Ganjam	1,056
District/District Cluster	Punjab - District Cluster 3	3,240
District/District Cluster	Punjab - District Cluster 4	1,920
District/District Cluster	Punjab - District Cluster 5	1,696
District/District Cluster	Punjab – Ludhiana	1,723
District/District Cluster	Punjab – Chandigarh	1,047
District/District Cluster	Rajasthan - District Cluster 3	2,141
District/District Cluster	Rajasthan - District Cluster 4	955
District/District Cluster	Rajasthan - District Cluster 5	929
District/District Cluster	Rajasthan - District Cluster 6	3,065
District/District Cluster	Rajasthan - District Cluster 7	1,020
District/District Cluster	Rajasthan - District Cluster 8	3,003
District/District Cluster	Rajasthan - District Cluster 9	1,229
District/District Cluster	Rajasthan – Jaipur	2,117
District/District Cluster	Rajasthan – Jodhpur	1,585
District/District Cluster	Sikkim - District Cluster 1	927
District/District Cluster	Tamil Nadu - District Cluster 10	1,277
District/District Cluster	Tamil Nadu - District Cluster 11	1,462
District/District Cluster	Tamil Nadu - District Cluster 6	3,246
District/District Cluster	Tamil Nadu - District Cluster 7	1,623
District/District Cluster	Tamil Nadu - District Cluster 8	2,426
District/District Cluster	Tamil Nadu - District Cluster 9	3,824
District/District Cluster	Tamil Nadu - Chennai UA District Cluster	4,239
District/District Cluster	Tamil Nadu – Coimbatore	1,714
District/District Cluster	Tamil Nadu – Vellore	1,023
District/District Cluster	Tamil Nadu – Salem	1,648
District/District Cluster	Tamil Nadu – Madurai	1,637



Reporting Unit	Variable	HOUSE HOLDS
District/District Cluster	Tripura - District Cluster 1	991
District/District Cluster	Telangana - District Cluster 5	1,249
District/District Cluster	Telangana - District Cluster 6	939
District/District Cluster	Telangana - District Cluster 7	1,490
District/District Cluster	Telangana - Hyderabad UA District Cluster	4,176
District/District Cluster	Telangana – Karimnagar	1,104
District/District Cluster	Telangana – Mahbubnagar	886
District/District Cluster	Telangana – Warangal	1,535
District/District Cluster	Uttarakhand - District Cluster 2	1,751
District/District Cluster	Uttarakhand – Hardwar	657
District/District Cluster	Uttar Pradesh - District Cluster 15	757
District/District Cluster	Uttar Pradesh - District Cluster 16	1,159
District/District Cluster	Uttar Pradesh - District Cluster 17	909
District/District Cluster	Uttar Pradesh - District Cluster 18	1,079
District/District Cluster	Uttar Pradesh - District Cluster 19	811
District/District Cluster	Uttar Pradesh - District Cluster 20	1,515
District/District Cluster	Uttar Pradesh - District Cluster 21	1,207
District/District Cluster	Uttar Pradesh - District Cluster 22	1,320
District/District Cluster	Uttar Pradesh - District Cluster 23	816
District/District Cluster	Uttar Pradesh - District Cluster 24	1,856
District/District Cluster	Uttar Pradesh - District Cluster 25	2,076
District/District Cluster	Uttar Pradesh - District Cluster 26	671
District/District Cluster	Uttar Pradesh - District Cluster 27	2,781
District/District Cluster	Uttar Pradesh - District Cluster 28	2,922
District/District Cluster	Uttar Pradesh - District Cluster 29	2,142
District/District Cluster	Uttar Pradesh - District Cluster 30	1,033
District/District Cluster	Uttar Pradesh – Lucknow	2,110
District/District Cluster	Uttar Pradesh – Aligarh	929
District/District Cluster	Uttar Pradesh – Bijnor	900
District/District Cluster	Uttar Pradesh – Saharanpur	1,441
District/District Cluster	Uttar Pradesh – Kheri	729



Reporting Unit	Variable	HOUSE HOLDS
District/District Cluster	Uttar Pradesh – Ghazipur	561
District/District Cluster	Uttar Pradesh – Agra	1,195
District/District Cluster	Uttar Pradesh – Moradabad	1,768
District/District Cluster	Uttar Pradesh – Bareilly	1,178
District/District Cluster	Uttar Pradesh – Gorakhpur	1,359
District/District Cluster	Uttar Pradesh – Azamgarh	858
District/District Cluster	Uttar Pradesh - Muzaffarnagar	582
District/District Cluster	Uttar Pradesh – Jaunpur	877
District/District Cluster	Uttar Pradesh – Varanasi	1,108
District/District Cluster	West Bengal - District Cluster 16	1,845
District/District Cluster	West Bengal - District Cluster 17	870
District/District Cluster	West Bengal - North Twenty Four Parganas	1,148
District/District Cluster	West Bengal - Purba Medinipur	1,022
District/District Cluster	West Bengal – Maldah	904
District/District Cluster	West Bengal – Birbhum	893
District/District Cluster	West Bengal – Bankura	947
District/District Cluster	West Bengal - Koch Bihar	854
District/District Cluster	West Bengal – Puruliya	853
District/District Cluster	West Bengal - South Twenty Four Parganas	1,238
District/District Cluster	West Bengal – Bardhaman	3,043
District/District Cluster	West Bengal – Haora	884
District/District Cluster	West Bengal – Hugli	937
District/District Cluster	West Bengal – Murshidabad	1,218
District/District Cluster	West Bengal – Nadia	1,034
District/District Cluster	West Bengal - Kolkata UA District Cluster	7,058
District/District Cluster	West Bengal - Paschim Medinipur	1,118



Reporting Towns

Reporting Unit	Variable	HOUSEHOLDS
Reporting Towns	Agra UA	822
Reporting Towns	Ahmedabad UA	4,325
Reporting Towns	Ajmer UA	951
Reporting Towns	Aligarh UA	614
Reporting Towns	Allahabad UA	1,054
Reporting Towns	Amravati (M Corp.)	946
Reporting Towns	Amritsar UA	1,063
Reporting Towns	Asansol UA	1,055
Reporting Towns	Aurangabad UA	1,043
Reporting Towns	Bangalore UA	4,229
Reporting Towns	Bareilly UA	783
Reporting Towns	Belgaum UA	941
Reporting Towns	Bhavnagar UA	931
Reporting Towns	Bhiwandi UA	937
Reporting Towns	Bhopal UA	1,077
Reporting Towns	Bhubaneswar UA	872
Reporting Towns	Bikaner (M Corp.)	949
Reporting Towns	Bokaro Steel City UA	940
Reporting Towns	Chandigarh UA	1,047
Reporting Towns	Chennai UA	4,239
Reporting Towns	Coimbatore UA	1,064
Reporting Towns	Cuttack UA	1,002
Reporting Towns	Dehradun UA	741
Reporting Towns	Delhi UA	7,581
Reporting Towns	Dhanbad UA	1,045
Reporting Towns	Durgapur UA	941
Reporting Towns	Durg-Bhilainagar UA	1,057
Reporting Towns	Erode UA	919
Reporting Towns	Faridabad (M Corp.)	1,116
Reporting Towns	Firozabad (Npp)	729
Reporting Towns	Ghaziabad UA	1,113
Reporting Towns	Gorakhpur UA	863



Reporting Unit	Variable	HOUSEHOLDS
Reporting Towns	Gulbarga UA	929
Reporting Towns	Guntur UA	943
Reporting Towns	Gurgaon UA	1,015
Reporting Towns	Guwahati UA	1,061
Reporting Towns	Gwalior UA	1,047
Reporting Towns	Hubli-Dharwad (M Corp.)	974
Reporting Towns	Hyderabad UA	4,176
Reporting Towns	Indore UA	1,082
Reporting Towns	Jabalpur UA	1,050
Reporting Towns	Jaipur (M Corp.)	1,537
Reporting Towns	Jalandhar UA	961
Reporting Towns	Jammu UA	977
Reporting Towns	Jamnagar UA	958
Reporting Towns	Jamshedpur UA	1,050
Reporting Towns	Jhansi UA	916
Reporting Towns	Jodhpur UA	1,058
Reporting Towns	Kannur UA	1,078
Reporting Towns	Kanpur UA	1,126
Reporting Towns	Kochi UA	1,085
Reporting Towns	Kolhapur UA	947
Reporting Towns	Kolkata UA	7,058
Reporting Towns	Kollam UA	1,021
Reporting Towns	Kota (M Corp.)	1,082
Reporting Towns	Kozhikode UA	1,058
Reporting Towns	Lucknow UA	1,594
Reporting Towns	Ludhiana (M Corp.)	1,075
Reporting Towns	Madurai UA	1,097
Reporting Towns	Malappuram UA	1,078
Reporting Towns	Malegaon UA	947
Reporting Towns	Mangalore UA	923
Reporting Towns	Meerut UA	716
Reporting Towns	Moradabad (M Corp.)	945



Reporting Unit	Variable	HOUSEHOLDS
Reporting Towns	Mumbai UA	7,107
Reporting Towns	Mysore UA	1,017
Reporting Towns	Nagpur UA	1,621
Reporting Towns	Nanded Waghala (M Corp.)	952
Reporting Towns	Nashik UA	1,021
Reporting Towns	Nellore UA	927
Reporting Towns	Noida (CT)	980
Reporting Towns	Patna UA	932
Reporting Towns	Puducherry UA	946
Reporting Towns	Pune UA	4,019
Reporting Towns	Raipur UA	1,052
Reporting Towns	Rajkot UA	1,115
Reporting Towns	Ranchi UA	956
Reporting Towns	Raurkela UA	929
Reporting Towns	Rest Of Urban	78,590
Reporting Towns	Rural	1,09,894
Reporting Towns	Saharanpur (M Corp.)	946
Reporting Towns	Salem UA	930
Reporting Towns	Sangali UA	951
Reporting Towns	Siliguri UA	935
Reporting Towns	Solapur (M Corp.)	946
Reporting Towns	Surat UA	2,178
Reporting Towns	Thiruvananthapuram UA	1,072
Reporting Towns	Thrissur UA	1,091
Reporting Towns	Tiruchirappalli UA	1,041
Reporting Towns	Tiruppur UA	975
Reporting Towns	Ujjain (M Corp.)	942
Reporting Towns	Vadodara UA	1,115
Reporting Towns	Varanasi UA	755
Reporting Towns	Vasai Virar City (M Corp.)	1,038
Reporting Towns	Vijayawada UA	1,115
Reporting Towns	Visakhapatnam (GVMC)	1,058
Reporting Towns	Warangal UA	919



Metros by Zone

Reporting Unit	Variable	HOUSEHOLDS
Delhi District Cluster	Delhi-Zone 1	1,922
Delhi District Cluster	Delhi-Zone 2	1,919
Delhi District Cluster	Delhi-Zone 3	1,859
Delhi District Cluster	Delhi-Zone 4	1,881
Kolkata District Cluster	Kolkata-Zone 1	1,829
Kolkata District Cluster	Kolkata-Zone 2	1,847
Kolkata District Cluster	Kolkata-Zone 3	1,568
Kolkata District Cluster	Kolkata-Zone 4	1,814
Mumbai District Cluster	Mumbai-Zone 1	1,861
Mumbai District Cluster	Mumbai-Zone 2	1,712
Mumbai District Cluster	Mumbai-Zone 3	1,784
Mumbai District Cluster	Mumbai-Zone 4	1,750
Chennai District Cluster	Chennai (M.Corp)	1,715
Chennai District Cluster	Chennai (Non-M.corp)	2,524



ANNEXURE – VI : Sample by Geography – IND.

State Level

Reporting Unit	Variable	INDIVIDUALS
All India	Total	2,90,319
State	Andhra Pradesh	12,896
State	Assam	5,879
State	Bihar	14,071
State	Chhattisgarh	6,359
State	Gujarat	18,727
State	Haryana	6,096
State	Himachal Pradesh	1,185
State	Jammu & Kashmir	1,599
State	Jharkhand	7,751
State	Karnataka	16,560
State	Kerala	12,317
State	Madhya Pradesh	14,589
State	Maharashtra	32,295
State	Manipur	833
State	Meghalaya	928
State	Mizoram	840
State	NCT OF DELHI	7,242
State	Nagaland	883
State	Odisha	10,179
State	Punjab	9,159
State	Rajasthan	14,242
State	Sikkim	835
State	Tamil Nadu	22,221
State	Telangana	10,540
State	Tripura	838
State	Uttar Pradesh	35,117
State	Uttarakhand	2,108
State	West Bengal	24,030



Population Strata

Reporting Unit	Variable	INDIVIDUALS
Urban / Rural	Urban	1,88,874
Urban / Rural	Rural	1,01,445
Zones	North	76,748
Zones	East	73,426
Zones	West	65,611
Zones	South	74,534
Pop Strata	Urban - Metro 50L+	37,807
Pop Strata	Urban - Metro 15-50L	22,447
Pop Strata	Urban - Metro 10-15L	21,434
Pop Strata	Urban - 5-10L	35,979
Pop Strata	Urban - 2-5L	15,821
Pop Strata	Urban - 1-2L	16,022
Pop Strata	Urban - Less than 1L	39,364
Pop Strata	Rural - More than 5K	28,063
Pop Strata	Rural - Less than 5K	73,382



Socio Economic Strata (SCR)

Reporting Unit	Variable	INDIVIDUALS
SCR	Andhra Pradesh - Andhra- 1	4,186
SCR	Andhra Pradesh - Andhra- 2	5,027
SCR	Andhra Pradesh - Rayalseema	3,683
SCR	Assam - Brahmaputra Valley- 1	1,785
SCR	Assam - Brahmaputra Valley- 2	1,266
SCR	Assam - Brahmaputra Valley- 3	2,076
SCR	Assam - Cachar (Surma Valley - Poorbachal)	752
SCR	Bihar - Bhojpur-Bihar	4,488
SCR	Bihar – Bihar	4,731
SCR	Bihar – Maithila	4,852
SCR	Chattisgarh - Baselkhand-C.G	794
SCR	Chattisgarh - Chhatisagarh & Gondwana	4,895
SCR	Chattisgarh - Dandekarnia- C.G	670
SCR	Gujarat - Bhilistan – Gujarat	1603
SCR	Gujarat - Gujarat Plains	10,079
SCR	Gujarat - Konkan - G.J	769
SCR	Gujarat - Saurashtra (Kathiawar)	6276
SCR	Haryana - Eastern Haryana	4,969
SCR	Haryana - Western Haryana	1,127
SCR	Himachal Pradesh - Himachal Pradesh	1,185
SCR	Jammu & Kashmir - Kishtwar & Jammu	1,599
SCR	Jharkhand - Jharkhand Hills	3,522
SCR	Jharkhand - Jharkhand Plains- 1	1,699
SCR	Jharkhand - Jharkhand Plains- 2	2,530
SCR	Karnataka - Kannad- 1	1,844
SCR	Karnataka - Kannad- 2	3,425
SCR	Karnataka - Karnatak (Deccan)	2,524
SCR	Karnataka – Malnad	1,042
SCR	Karnataka - Old Mysore	7,725



Reporting Unit	Variable	INDIVIDUALS
SCR	Kerala - Central Travancore	1,250
SCR	Kerala - Kochi (Central Kerala)	3,332
SCR	Kerala - Malabar (North Kerala)	4,830
SCR	Kerala - Travancore (South Kerala)	2,905
SCR	Madhya Pradesh - Basalkhand- M.P.	1,294
SCR	Madhya Pradesh - Bhilistan - M.P.	1,373
SCR	Madhya Pradesh - Bhundelkhand - M.P.	2,742
SCR	Madhya Pradesh - Gondwana - M.P.	2,042
SCR	Madhya Pradesh - North Malwa- 1	1,225
SCR	Madhya Pradesh - North Malwa- 2	4,200
SCR	Madhya Pradesh - South Malwa- 1	943
SCR	Madhya Pradesh - South Malwa- 2	770
SCR	Maharashtra - Desh (Western Ghat)- 1	7,781
SCR	Maharashtra - Desh (Western Ghat)- 2	3,961
SCR	Maharashtra – Khandesh	1,574
SCR	Maharashtra - Konkan - M.H	8,768
SCR	Maharashtra – Marathwada	4,383
SCR	Maharashtra - Vidharba- 1	877
SCR	Maharashtra - Vidharba- 2	4,951
SCR	Manipur – Manipur	833
SCR	Meghalaya – Meghalaya	928
SCR	Mizoram – Mizoram	840
SCR	Nagaland – Nagaland	883
SCR	NCT Of Delhi – Delhi	7,242
SCR	Odisha - Coastal Odisha (Kalinga)	4,103
SCR	Odisha - Dandekarnia- OR1	868
SCR	Odisha – Gondwana	1,999
SCR	Odisha - Odisha Hills & Plateau- 1	815
SCR	Odisha - Odisha Hills & Plateau- 2	2,394



Reporting Unit	Variable	INDIVIDUALS
SCR	Punjab - Bisht Doab (Beas Sutlej) & East Punjab	5,688
SCR	Punjab - North Punjab Plains	1,858
SCR	Punjab - South Punjab Plains	1,613
SCR	Rajasthan - Jaipur (Aravallis)	4,567
SCR	Rajasthan - Maru Pradesh (Marwar)- 1	2,171
SCR	Rajasthan - Maru Pradesh (Marwar)- 2	2,614
SCR	Rajasthan - Mewar- 1	1,001
SCR	Rajasthan - Mewar- 2	2,797
SCR	Rajasthan – Mewat	1,092
SCR	Sikkim – Sikkim	835
SCR	Tamil Nadu – Coimbatore	6,120
SCR	Tamil Nadu – Madras	7,420
SCR	Tamil Nadu – Madurai	3,745
SCR	Tamil Nadu – Pondicherry	1,389
SCR	Tamil Nadu – Tanjore	3,547
SCR	Telangana - Telangana- 1	2,257
SCR	Telangana - Telangana- 2	8,283
SCR	Tripura – Tripura	838
SCR	Uttar Pradesh – Bhojpur	6,207
SCR	Uttar Pradesh - Bhundelkhand - U.P.	1,851
SCR	Uttar Pradesh - Braj- 1	1,750
SCR	Uttar Pradesh - Braj- 2	3,325
SCR	Uttar Pradesh - Oudh - 2- 1	2,020
SCR	Uttar Pradesh - Oudh - 2- 2	3,264
SCR	Uttar Pradesh - Oudh-1- 1	2,465
SCR	Uttar Pradesh - Oudh-1- 2	3,939
SCR	Uttar Pradesh - Rohelkhand- 1	5,640
SCR	Uttar Pradesh - Rohelkhand- 2	4,656
SCR	Uttarakhand - Rohelkhand- 2	571
SCR	Uttarakhand – Uttarakhand	1,537
SCR	West Bengal – Darjeeling	2,631
SCR	West Bengal – Duars	1,706
SCR	West Bengal - Ganga Delta	12,288
SCR	West Bengal – Rahr	7,405



District / District Cluster

Reporting Unit	Variable	INDIVIDUALS
District/District Cluster	Andhra Pradesh - District Cluster 12	918
District/District Cluster	Andhra Pradesh - District Cluster 13	1,828
District/District Cluster	Andhra Pradesh - Krishna UA District Cluster	1,645
District/District Cluster	Andhra Pradesh - Y.S.R.	875
District/District Cluster	Andhra Pradesh - West Godavari	815
District/District Cluster	Andhra Pradesh - East Godavari	922
District/District Cluster	Andhra Pradesh – Guntur	1,554
District/District Cluster	Andhra Pradesh - Visakhapatnam	1,531
District/District Cluster	Andhra Pradesh – Chittoor	892
District/District Cluster	Andhra Pradesh - Anantapur	938
District/District Cluster	Andhra Pradesh – Kurnool	978
District/District Cluster	Assam - District Cluster 2	1,021
District/District Cluster	Assam - District Cluster 3	1,266
District/District Cluster	Assam - District Cluster 4	2,076
District/District Cluster	Assam - District Cluster 5	752
District/District Cluster	Assam – Sonitpur	764
District/District Cluster	Bihar - District Cluster 12	790
District/District Cluster	Bihar - District Cluster 13	951
District/District Cluster	Bihar - District Cluster 14	1,270
District/District Cluster	Bihar - District Cluster 15	1,335
District/District Cluster	Bihar - District Cluster 16	698
District/District Cluster	Bihar - District Cluster 17	1,083
District/District Cluster	Bihar - Patna	1,326
District/District Cluster	Bihar - Aurangabad	675
District/District Cluster	Bihar - Vaishali	657
District/District Cluster	Bihar - Purba Champaran	650
District/District Cluster	Bihar – Muzaffarpur	596
District/District Cluster	Bihar – Gaya	800
District/District Cluster	Bihar – Madhubani	612
District/District Cluster	Bihar – Samastipur	553
District/District Cluster	Bihar – Saran	714
District/District Cluster	Bihar - Pashchim Champaran	708
District/District Cluster	Bihar – Darbhanga	653



Reporting Unit	Variable	INDIVIDUALS
District/District Cluster	Chhattisgarh - District Cluster 1	3,333
District/District Cluster	Chhattisgarh - District Cluster 4	794
District/District Cluster	Chhattisgarh - District Cluster 5	1,562
District/District Cluster	Chhattisgarh - District Cluster 6	670
District/District Cluster	Delhi UA - District Cluster	7,242
District/District Cluster	Gujarat - District Cluster 7	1,603
District/District Cluster	Gujarat - District Cluster 8	1,998
District/District Cluster	Gujarat - District Cluster 9	3,669
District/District Cluster	Gujarat - Ahmedabad UA District Cluster	4,189
District/District Cluster	Gujarat – Surat	2,386
District/District Cluster	Gujarat – Vadodara	1,506
District/District Cluster	Gujarat – Rajkot	1,786
District/District Cluster	Gujarat - Dadra & Nagar Haveli	769
District/District Cluster	Gujarat – Kachchh	821
District/District Cluster	Himachal Pradesh - District Cluster 1	1,185
District/District Cluster	Haryana - District Cluster 1	1,127
District/District Cluster	Haryana - District Cluster 2	3,074
District/District Cluster	Haryana - District Cluster 3	1,895
District/District Cluster	Jharkhand - District Cluster 2	3,522
District/District Cluster	Jharkhand - District Cluster 3	1,699
District/District Cluster	Jharkhand - District Cluster 4	1,204
District/District Cluster	Jharkhand – Ranchi	1,326
District/District Cluster	Jammu & Kashmir - District Cluster 1	1,599
District/District Cluster	Karnataka - District Cluster 3	1,844
District/District Cluster	Karnataka - District Cluster 4	1,889
District/District Cluster	Karnataka - District Cluster 5	2,524
District/District Cluster	Karnataka - District Cluster 6	1,042
District/District Cluster	Karnataka - District Cluster 7	3,511
District/District Cluster	Karnataka – Bangalore	4,214
District/District Cluster	Karnataka – Belgaum	1,536



Reporting Unit	Variable	INDIVIDUALS
District/District Cluster	Kerala - District Cluster 5	1,250
District/District Cluster	Kerala - District Cluster 6	1,839
District/District Cluster	Kerala - District Cluster 7	1,758
District/District Cluster	Kerala – Malappuram	1,521
District/District Cluster	Kerala – Thiruvananthapuram	1,461
District/District Cluster	Kerala – Kozhikode	1,551
District/District Cluster	Kerala – Kollam	1,444
District/District Cluster	Kerala – Ernakulam	1,493
District/District Cluster	Maharashtra - District Cluster 12	2,527
District/District Cluster	Maharashtra - District Cluster 13	785
District/District Cluster	Maharashtra - District Cluster 14	840
District/District Cluster	Maharashtra - District Cluster 15	1,659
District/District Cluster	Maharashtra - District Cluster 16	877
District/District Cluster	Maharashtra - District Cluster 17	1,512
District/District Cluster	Maharashtra - District Cluster 18	2,082
District/District Cluster	Maharashtra - Mumbai UA District Cluster	5,760
District/District Cluster	Maharashtra – Amravati	1,357
District/District Cluster	Maharashtra – Satara	746
District/District Cluster	Maharashtra – Pune	4,083
District/District Cluster	Maharashtra – Nashik	2,149
District/District Cluster	Maharashtra – Thane	2,168
District/District Cluster	Maharashtra – Ahmednagar	803
District/District Cluster	Maharashtra – Solapur	1,434
District/District Cluster	Maharashtra – Jalgaon	789
District/District Cluster	Maharashtra - Aurangabad - M.H	1,427
District/District Cluster	Maharashtra – Nanded	1,297
District/District Cluster	Meghalaya - District Cluster 1	928
District/District Cluster	Manipur - District Cluster 1	833
District/District Cluster	Madhya Pradesh - District Cluster 2	1,294
District/District Cluster	Madhya Pradesh - District Cluster 3	1,373
District/District Cluster	Madhya Pradesh - District Cluster 4	2,742
District/District Cluster	Madhya Pradesh - District Cluster 5	2,042
District/District Cluster	Madhya Pradesh - District Cluster 6	1,225
District/District Cluster	Madhya Pradesh - District Cluster 7	2,775
District/District Cluster	Madhya Pradesh - District Cluster 8	943
District/District Cluster	Madhya Pradesh - District Cluster 9	770
District/District Cluster	Madhya Pradesh – Indore	1,425



Reporting Unit	Variable	INDIVIDUALS
District/District Cluster	Mizoram - District Cluster 1	840
District/District Cluster	Nagaland - District Cluster 1	883
District/District Cluster	Odisha - District Cluster 2	4,103
District/District Cluster	Odisha - District Cluster 3	868
District/District Cluster	Odisha - District Cluster 4	1,999
District/District Cluster	Odisha - District Cluster 5	1,392
District/District Cluster	Odisha - District Cluster 6	815
District/District Cluster	Odisha – Ganjam	1,002
District/District Cluster	Punjab - District Cluster 3	3,089
District/District Cluster	Punjab - District Cluster 4	1,858
District/District Cluster	Punjab - District Cluster 5	1,613
District/District Cluster	Punjab – Ludhiana	1,629
District/District Cluster	Punjab – Chandigarh	970
District/District Cluster	Rajasthan - District Cluster 3	1,896
District/District Cluster	Rajasthan - District Cluster 4	820
District/District Cluster	Rajasthan - District Cluster 5	851
District/District Cluster	Rajasthan - District Cluster 6	2,614
District/District Cluster	Rajasthan - District Cluster 7	1,001
District/District Cluster	Rajasthan - District Cluster 8	2,797
District/District Cluster	Rajasthan - District Cluster 9	1,092
District/District Cluster	Rajasthan – Jaipur	1,851
District/District Cluster	Rajasthan – Jodhpur	1,320
District/District Cluster	Sikkim - District Cluster 1	835
District/District Cluster	Tamil Nadu - District Cluster 10	1,175
District/District Cluster	Tamil Nadu - District Cluster 11	1,389
District/District Cluster	Tamil Nadu - District Cluster 6	2,937
District/District Cluster	Tamil Nadu - District Cluster 7	1,523
District/District Cluster	Tamil Nadu - District Cluster 8	2,176
District/District Cluster	Tamil Nadu - District Cluster 9	3,547
District/District Cluster	Tamil Nadu - Chennai UA District Cluster	3,803
District/District Cluster	Tamil Nadu – Coimbatore	1,604
District/District Cluster	Tamil Nadu – Vellore	919
District/District Cluster	Tamil Nadu – Salem	1,579
District/District Cluster	Tamil Nadu – Madurai	1,569



Reporting Unit	Variable	INDIVIDUALS
District/District Cluster	Tripura - District Cluster 1	838
District/District Cluster	Telangana - District Cluster 5	1,204
District/District Cluster	Telangana - District Cluster 6	894
District/District Cluster	Telangana - District Cluster 7	1,344
District/District Cluster	Telangana - Hyderabad UA District Cluster	3,743
District/District Cluster	Telangana – Karimnagar	1,053
District/District Cluster	Telangana – Mahbubnagar	836
District/District Cluster	Telangana – Warangal	1,466
District/District Cluster	Uttarakhand - District Cluster 2	1,537
District/District Cluster	Uttarakhand – Hardwar	571
District/District Cluster	Uttar Pradesh - District Cluster 15	693
District/District Cluster	Uttar Pradesh - District Cluster 16	1,066
District/District Cluster	Uttar Pradesh - District Cluster 17	782
District/District Cluster	Uttar Pradesh - District Cluster 18	1,016
District/District Cluster	Uttar Pradesh - District Cluster 19	736
District/District Cluster	Uttar Pradesh - District Cluster 20	1,308
District/District Cluster	Uttar Pradesh - District Cluster 21	1,106
District/District Cluster	Uttar Pradesh - District Cluster 22	1,218
District/District Cluster	Uttar Pradesh - District Cluster 23	747
District/District Cluster	Uttar Pradesh - District Cluster 24	1,697
District/District Cluster	Uttar Pradesh - District Cluster 25	1,851
District/District Cluster	Uttar Pradesh - District Cluster 26	621
District/District Cluster	Uttar Pradesh - District Cluster 27	2,480
District/District Cluster	Uttar Pradesh - District Cluster 28	2,696
District/District Cluster	Uttar Pradesh - District Cluster 29	2,020
District/District Cluster	Uttar Pradesh - District Cluster 30	928



Reporting Unit	Variable	INDIVIDUALS
District/District Cluster	Uttar Pradesh – Lucknow	1,895
District/District Cluster	Uttar Pradesh – Aligarh	845
District/District Cluster	Uttar Pradesh – Bijnor	808
District/District Cluster	Uttar Pradesh – Saharanpur	1,296
District/District Cluster	Uttar Pradesh – Kheri	667
District/District Cluster	Uttar Pradesh – Ghazipur	508
District/District Cluster	Uttar Pradesh – Agra	1,129
District/District Cluster	Uttar Pradesh – Moradabad	1,563
District/District Cluster	Uttar Pradesh – Bareilly	1,067
District/District Cluster	Uttar Pradesh – Gorakhpur	1,270
District/District Cluster	Uttar Pradesh – Azamgarh	776
District/District Cluster	Uttar Pradesh – Muzaffarnagar	542
District/District Cluster	Uttar Pradesh – Jaunpur	811
District/District Cluster	Uttar Pradesh – Varanasi	975
District/District Cluster	West Bengal - District Cluster 16	1,783
District/District Cluster	West Bengal - District Cluster 17	857
District/District Cluster	West Bengal - North Twenty Four Parganas	1,061
District/District Cluster	West Bengal - Purba Medinipur	943
District/District Cluster	West Bengal – Maldah	849
District/District Cluster	West Bengal – Birbhum	871
District/District Cluster	West Bengal – Bankura	911
District/District Cluster	West Bengal - Koch Bihar	848
District/District Cluster	West Bengal – Puruliya	838
District/District Cluster	West Bengal - South Twenty Four Parganas	1,156
District/District Cluster	West Bengal – Barddhaman	2,832
District/District Cluster	West Bengal – Haora	834
District/District Cluster	West Bengal – Hugli	875
District/District Cluster	West Bengal – Murshidabad	1,130
District/District Cluster	West Bengal – Nadia	943
District/District Cluster	West Bengal - Kolkata UA District Cluster	6,289
District/District Cluster	West Bengal - Paschim Medinipur	1,010



Reporting Towns

Reporting Unit	Variable	INDIVIDUALS
Reporting Towns	Agra UA	775
Reporting Towns	Ahmedabad UA	3,824
Reporting Towns	Ajmer UA	843
Reporting Towns	Aligarh UA	562
Reporting Towns	Allahabad UA	962
Reporting Towns	Amravati (M Corp.)	794
Reporting Towns	Amritsar UA	1,015
Reporting Towns	Asansol UA	1,017
Reporting Towns	Aurangabad UA	934
Reporting Towns	Bangalore UA	3,732
Reporting Towns	Bareilly UA	700
Reporting Towns	Belgaum UA	886
Reporting Towns	Bhavnagar UA	844
Reporting Towns	Bhiwandi UA	825
Reporting Towns	Bhopal UA	929
Reporting Towns	Bhubaneswar UA	821
Reporting Towns	Bikaner (M Corp.)	802
Reporting Towns	Bokaro Steel City UA	877
Reporting Towns	Chandigarh UA	970
Reporting Towns	Chennai UA	3,803
Reporting Towns	Coimbatore UA	987
Reporting Towns	Cuttack UA	898
Reporting Towns	Dehradun UA	651
Reporting Towns	Delhi UA	7,242
Reporting Towns	Dhanbad UA	976
Reporting Towns	Durgapur UA	851
Reporting Towns	Durg-Bhilainagar UA	923
Reporting Towns	Erode UA	833
Reporting Towns	Faridabad (M Corp.)	1,068
Reporting Towns	Firozabad (Npp)	660
Reporting Towns	Ghaziabad UA	1,036
Reporting Towns	Gorakhpur UA	803
Reporting Towns	Gulbarga UA	830
Reporting Towns	Guntur UA	836



Reporting Unit	Variable	INDIVIDUALS
Reporting Towns	Gurgaon UA	958
Reporting Towns	Guwahati UA	948
Reporting Towns	Gwalior UA	952
Reporting Towns	Hubli-Dharwad (M Corp.)	846
Reporting Towns	Hyderabad UA	3,743
Reporting Towns	Indore UA	946
Reporting Towns	Jabalpur UA	887
Reporting Towns	Jaipur (M Corp.)	1,334
Reporting Towns	Jalandhar UA	935
Reporting Towns	Jammu UA	951
Reporting Towns	Jamnagar UA	872
Reporting Towns	Jamshedpur UA	947
Reporting Towns	Jhansi UA	824
Reporting Towns	Jodhpur UA	901
Reporting Towns	Kannur UA	1,030
Reporting Towns	Kanpur UA	966
Reporting Towns	Kochi UA	1,030
Reporting Towns	Kolhapur UA	818
Reporting Towns	Kolkata UA	6,289
Reporting Towns	Kollam UA	972
Reporting Towns	Kota (M Corp.)	950
Reporting Towns	Kozhikode UA	1,017
Reporting Towns	Lucknow UA	1,418
Reporting Towns	Ludhiana (M Corp.)	1,016
Reporting Towns	Madurai UA	1,051
Reporting Towns	Malappuram UA	1,047
Reporting Towns	Malegaon UA	782
Reporting Towns	Mangalore UA	836
Reporting Towns	Meerut UA	649
Reporting Towns	Moradabad (M Corp.)	818
Reporting Towns	Mumbai UA	5,760
Reporting Towns	Mysore UA	956
Reporting Towns	Nagpur UA	1,354
Reporting Towns	Nanded Waghala (M Corp.)	812
Reporting Towns	Nashik UA	868
Reporting Towns	Nellore UA	823



Reporting Unit	Variable	INDIVIDUALS
Reporting Towns	Noida (CT)	896
Reporting Towns	Patna UA	822
Reporting Towns	Puducherry UA	901
Reporting Towns	Pune UA	3,414
Reporting Towns	Raipur UA	917
Reporting Towns	Rajkot UA	1,048
Reporting Towns	Ranchi UA	873
Reporting Towns	Raurkela UA	881
Reporting Towns	Rest Of Urban	71,207
Reporting Towns	Rural	1,01,445
Reporting Towns	Saharanpur (M Corp.)	844
Reporting Towns	Salem UA	889
Reporting Towns	Sangali UA	780
Reporting Towns	Siliguri UA	895
Reporting Towns	Solapur (M Corp.)	810
Reporting Towns	Surat UA	1,926
Reporting Towns	Thiruvananthapuram UA	990
Reporting Towns	Thrissur UA	1,017
Reporting Towns	Tiruchirappalli UA	958
Reporting Towns	Tiruppur UA	890
Reporting Towns	Ujjain (M Corp.)	828
Reporting Towns	Vadodara UA	1,023
Reporting Towns	Varanasi UA	656
Reporting Towns	Vasai Virar City (M Corp.)	821
Reporting Towns	Vijayawada UA	987
Reporting Towns	Visakhapatnam (GVMC)	915
Reporting Towns	Warangal UA	871



Top 4 Metros by Zone

Reporting Unit	Variable	INDIVIDUALS
Delhi District Cluster	Delhi-Zone 1	1,825
Delhi District Cluster	Delhi-Zone 2	1,868
Delhi District Cluster	Delhi-Zone 3	1,731
Delhi District Cluster	Delhi-Zone 4	1,818
Kolkata District Cluster	Kolkata-Zone 1	1,659
Kolkata District Cluster	Kolkata-Zone 2	1,551
Kolkata District Cluster	Kolkata-Zone 3	1,418
Kolkata District Cluster	Kolkata-Zone 4	1,661
Mumbai District Cluster	Mumbai-Zone 1	1,529
Mumbai District Cluster	Mumbai-Zone 2	1,415
Mumbai District Cluster	Mumbai-Zone 3	1,418
Mumbai District Cluster	Mumbai-Zone 4	1,398
Chennai District Cluster	Chennai - Zone 1	1,543
Chennai District Cluster	Chennai - Zone 2	2,260

ANNEXURE – VII Information Areas – Household

Household Demographics:

- Presence of age group & education of all family members
- Age, gender, education, working status, occupation of Householder & CWE
- Family structure, medium of education of youngest child
- Number of working members
- House ownership (owned / rented), type of house, presence of exclusive toilet, access to water & electricity
- National Consumer Classification System (NCCS)

Entertainment / Media Access: whether the household owns a Television, Radio, DVD, Laptop / PC, Telephone, Broadband connection, Mobile phone, etc.

Durable and Product Penetration:

- Ownership of means of transport (Two Wheelers, Four Wheelers)
- Penetration of household durables – TV, AC, Washing Machine, etc.
- Household FMCG products purchased such as Biscuits, Edible Oil, Tea etc.

Note:

1. *The above information areas have been captured through the householder.*
2. *Some of these household information areas have also been reported under individual module, like durable ownership, and hence those should not be used for universe sizing in the Individual database. The data should be considered only for consumer profiling. It should be read as the targeted Individuals who own those durables or purchase those particular consumer goods, in their household.*

ANNEXURE – VIII Information Areas – Individual

Individual Profile & Media Consumption:

- Age, Gender, Education, Marital Status, Occupation, presence of children
- Languages read & understood, mother tongue
- Print, TV, Mobile, Cinema, Internet and Radio Consumption (including detailed media habits)
- Mode of transportation to work or school / college
- Individual lifestyle questions
- Personal FMCG consumption of products such as Shampoos, Conditioners, Soft Drinks, etc.

MEDIA DEFINITIONS
Print
TR (Total Readership)

TR of any publication is the number of people who claim to have read the publication within a time period equal to 6 issues publication

Periodicity	TR
Monthlies	Last 6 months
Fortnightlies	Last 3 months
Weeklies	Last Month and Half / 6 Weeks
5 Day / 6 Day / 7 Day Dailies	Last 1 Month

AIR (Average Issue Readership)

AIR of any publication is the number of people who claim to have read the publication within a time period equal to the periodicity of the publication preceding the day of interview.

Frequency of AIR by Periodicity

Periodicity	AIR
Monthlies	Last 1 Month
Fortnightlies	Last 15 Days
Weeklies	Last 7 Days
5 Day Dailies	Yesterday, and on Friday for interviews conducted on Sunday and Monday
6 Day Dailies	Yesterday and on Saturday for interviews conducted on Monday
7 Day Dailies	Yesterday

Total Inserts

Shows the total number of insertions in a schedule.

Total Cost

Total cost of the schedule taking into account any discounts. (applied rate card or manually entered rates)

Reach

The unduplicated percentage of a population that is exposed to an advertising media vehicle or schedule at least once during a designated time period

Net Reach (000)

Weighted count of unduplicated respondents who have been exposed to the schedule.

Net Reach (%)

Weighted count of unduplicated respondents who have been exposed to the schedule, expressed as a percentage.

CPM Reach

The schedule cost of reaching 1000 people in the target market.

Average Frequency

Shows the average number of times that respondents will have had an opportunity to be exposed to the schedule.

Gross Impressions (000)

Weighted count of respondents who have been exposed to the schedule including duplication.

Median Frequency

Shows the mid-frequency level for the schedule.

Gross Rating Points

The gross impressions for the schedule expressed as a percentage of the target population.

CPM Gross Impressions

The schedule cost to make 1000 impressions.

Eff Reach 3+ (000)

Measures the schedules effectiveness against a defined level

ie Shows the number of people who will have the opportunity to see an insertion in the schedule three or more times

Eff Reach 3+ (%)

Measures the schedules effectiveness against a defined level

Shows the % of people who will have the opportunity to see an insertion in the schedule three or more times

CPM Eff Reach 3+

The schedule cost to reach 1000 unduplicated respondents who have been exposed to the schedule 3 or more times

Age Cell

A defined range of ages, such as 12-15, 16-19, 20-29 etc.

Aggregate Data

Data that is rolled up from a smaller unit to show summary data.

Coverage (Percent Coverage, Net Reach)

The proportion of a population of interest that has been exposed to a particular advertisement. The use of the word Reach is probably more widespread but both are in common use, often within the same document. Both coverage and reach are often expressed as percentages. Percent Coverage = (Audience / Total Population)

Crosstab (Crosstabulation)

A count of the number of cases that fall into each of several categories when the categories are based on two or more variables considered simultaneously.

Cume (Cume Persons, Cumulative Audience, Reach, Cume Reach, Cumulative Reach, Net Reach, Net Cumulative Audience)

The net unduplicated audience of a media plan, either in one medium or a combination of media. Each person is counted only once.

Data Fusion

Data Fusion is a model developed to achieve a complete data set. The technique ascribes missing data by assigning responses from a donor respondent to a recipient respondent with most similar profile wrt geographical, demographic, media and product consumption.

Demographic (Demo)

A group of characteristics such as age, gender, ethnicity, income, education, marital status, etc, used to identify a group of people and their media and consumer behavior patterns.

Demographic Weighting

A statistical procedure that reduces the effects of differences between the demographic characteristics of a sample and the characteristics, either known or estimated, of the universe that the sample represents.

Duplicated Audience (Duplication, Audience Duplication)

1) The number or percent of people exposed to more than one advertising message within a media schedule.

2) The number or percent of people in one media vehicle's audience who are also exposed to another media vehicle (cross duplication). 3) The number or percent of people who are exposed to different issues of the same publication, or different episodes of the same program, over time (self-duplication).

Filter Question

A question in a questionnaire to ensure that respondents meet the required criteria for a subsequent question (or questions) in a survey.

Free Circulation

Circulation at no charge to the readers. Publications with free circulation often also have controlled circulation.

Insertion

- 1) In print, one line in an insertion order that specifies one advertisement's size, rate, frequency, and so on.

Market Segmentation

The process of subdividing a market into distinct subsets of customers that behave in the same way or have similar needs. Each subset may conceivably be chosen as a market target to be reached with a different marketing strategy. The process begins with a basis of segmentation – a product specific factor that reflects differences in customers’ requirements or responsiveness to marketing variables (possibilities are purchase behavior, usage, benefits sought, intentions, preference, or loyalty, etc.). Segment descriptors are then chosen, based on their ability to identify segments, to account for variance in the segmentation basis, and to suggest competitive strategy implications (examples of descriptors are demographics, geography, psychographics, customer size, industry, etc.). To be of strategic value, the resulting segments must be measurable, accessible, sufficiently different to justify a meaningful variation in strategy, substantial, and durable.

Methodology

A description of the way in which the data is collected for part or all of a research project.

Penetration

- 1) The degree to which a medium or vehicle has obtained specific target coverage..
- 2) The proportion of persons or homes that can physically be exposed to a medium.

Percent Coverage

In print media: the total audience of a publication as a percent of the total population. Or, the circulation of a publication as a percent of total homes.

Probability Sample

A research sample in which the elements are selected from a sampling frame with a known, non-zero probability of selection. Some common types of probability samples are:

Simple Random Sample: Each element is selected at random from the population as a whole;

Stratified Sampling: The original sampling frame is divided into mutually exclusive sub-frames (strata) and separate and independent samples are selected from each strata;

Multi-Stage Samples: Sampling elements are selected in stages. For example, the first stage might involve selecting block groups within counties. The second stage might then be a sampling of blocks. Different frames and different elements are usually used at each stage. The probabilities of selecting each element are known for each stage of selection;

Cluster Sample: The sample elements are groups of units and not individual units. Each element is identified with only one cluster in the selection process.

Quota Sample (Purposive Sample)

A type of non-probability sample, in which desired sample size or quotas are established for various universe subclasses (controls). The purpose is to insure the characteristics of the sample being examined are distributed in proportion to the characteristics of the total population. Choice of controls vary depending on the survey objectives. Selections of sample elements are not random selections. The probability of selecting an element is often unknown. Some elements may not have any chance of being selected.

Random Error (Standard Error, Sampling Error, Standard Deviation)

The difference (error) associated with a universe estimate from a randomly selected sample where each member of the population has an equal or known probability of being selected.

Random Sample

A sample taken from any given population in which each person maintains equal chances of being selected.

Raw Data

Refers to data before analysis or weighting.

Readership

The total number of readers of a publication (includes Primary and Pass-along readers).

Respondent

A member of a survey who successfully completes an interview or returns a usable questionnaire.

Respondent Level Data

Data from an individual respondent.

Respondent Weight

The number of people in the survey universe represented by a respondent in the completed sample.

Sample Size (Unweighted Count, Respondent Count)

The actual number of people who respond to a question or group of questions. All other things being equal, the larger the sample or cell size, the lower the margin of error for the results (i.e., greater accuracy). A sample in which every unit of the population has a calculable probability of being selected in the sample.



Sample Unit

An individual member of the sample.

Sampling Error

The difference between the survey results obtained with a sample, and the results that would be obtained with a complete study of the entire population using the same procedures used for the sample.

Sampling Frame

The source from which the sample is drawn

Confidentiality Statement

The information contained herein is proprietary to Media Research Users Council and may not be used, reproduced or disclosed to others except as specifically permitted in writing by Media Research Users Council. The recipient of this document, by its retention and use, agrees to protect the same and the information contained therein from loss or theft.



INDIAN
READERSHIP
SURVEY

Thank You!

For Research and Data Related queries:

robin@mruc.net

For Clear Decisions Technical and Usage queries:

robin@mruc.net

IRSSupport@nielsen.com