

INDIAN READERSHIP SURVEY

IRS 2019 Q3 RELEASE NOTES

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INDEX

Content
INTRODUCTION TO IRS
IRS METHODOLOGY
RESPONSIBLE USE OF IRS DATA
TRENDS IN MEDIA CONSUMPTION AND FACTORS FOR CHANGE
ADVISORIES : SPECIFIC POINTS TO BE NOTED WHILE READING DATA
ANNEXURES I – SCR REPORTED
ANNEXURES II – DISTRICT/DISTRIC CLUSTERS REPORTED
ANNEXURES III – ZONES IN TOP 3 METROS
ANNEXURES IV –EXCLUDED GEOGRAPHIES
ANNEXURES V – SAMPLE BY GEOGRAPHY- HOUSEHOLDS
ANNEXURES VI – SAMPLE BY GEOGRAPHY- INDIVIDUALS
ANNEXURE VII – INFORMATION AREAS – HOUSEHOLD
ANNEXURE VIII – INFORMATION AREAS – INDIVIDUAL
IRS SOFTWARE
MEDIA DEFINITIONS



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.

Sample All India -

IRS 2019 Q3 covered a sample of **329,900** households, across India. The sample was spread across Urban India (~ **214,783** households) and Rural India (~**115,117** households).



FEATURES OF IRS

Key features of the study are:

1. **IRS Q3 2019 report** is a rolling average over Last quarter of 2017 (Aug to December 2017) and 3 quarters of 2019 (November 2018 to November 2019).
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 October, 2019.
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 tablets for both main as well as dual screen.
4. **Enhanced Audio Recording** of select portions of the interview for validation and Quality Control of the data at a central level.
5. **Platform Used** – We continue use of the survey platform used in previous few rounds to bring in operational efficiencies. This platform 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 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 2019 Q3 reporting units are as follows -

- 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 being reported at zone level

8. **Reference period for capturing Media Consumption** – Since 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

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

- AIR
- 1 to 3 days
- 1 to 7 days
- Total – last 4 weeks

10. Variant Readership – IRS continues to capture readership for both main paper as well as variants of the main paper for select markets. Readership numbers are released 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. Hence, any estimate (cell estimate in IRS Clear Decisions) based on a sample count of less than 30 will not get reported / displayed

12. Special Publication Database – In response to subscribers' requests, in addition to the Household and Individual databases, a third database will be released with this round of the study. This new database will allow users to see only readership data for publications including low pick-up at all reporting unit levels. This database is meant to be used for a directional read only, for users' internal planning, and should not be used for any further detailed analysis, since the data would be highly unstable.

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.



INDIAN READERSHIP SURVEY

Coverage and Reporting

IRS 2019 Q3 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 being reported at zone level

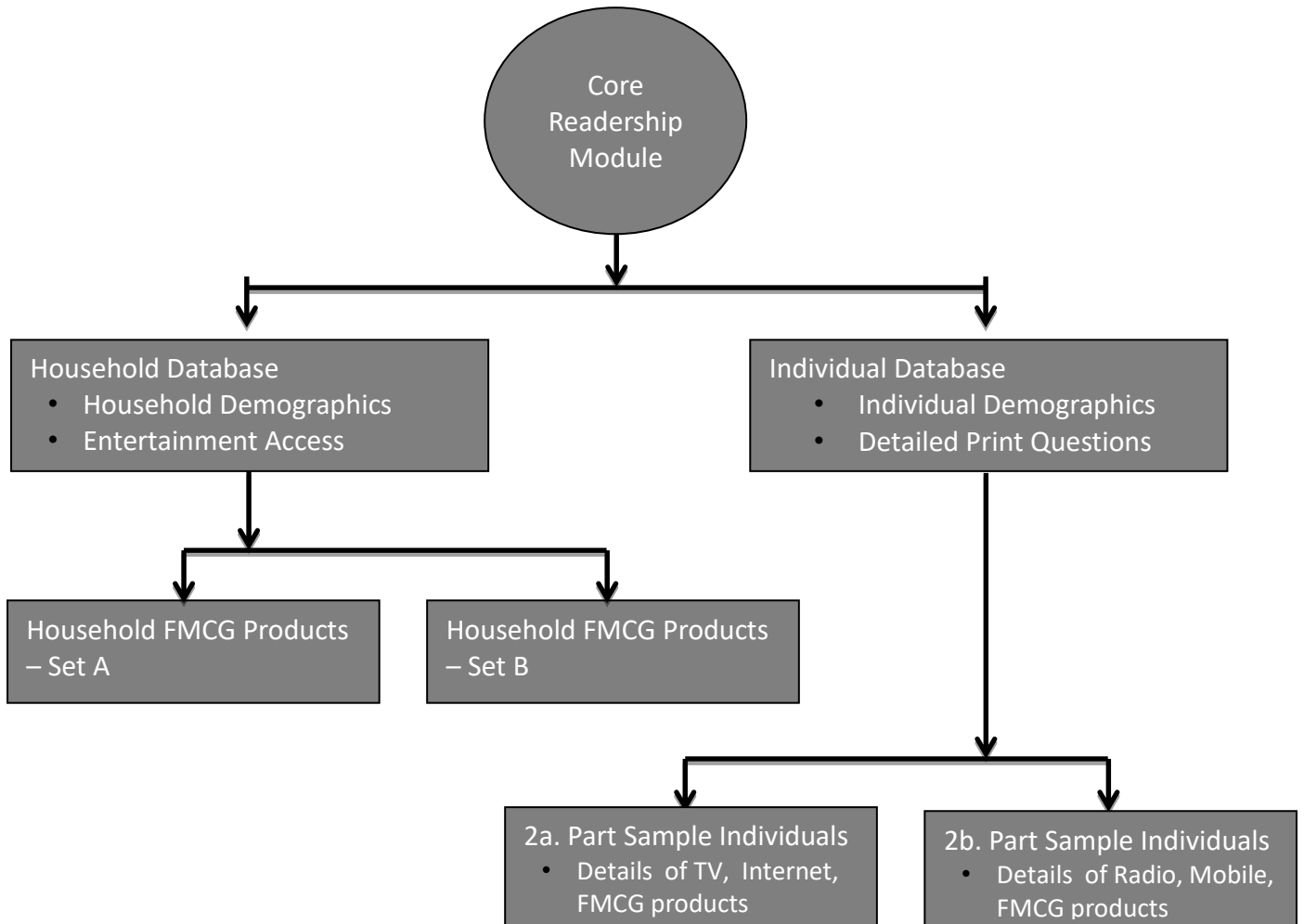


Broad Information Areas

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.
- **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 32



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 2019 Q3 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 2019 Q3 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

Comparisons with previous rounds

IRS 2019 Q3 data comprises of 3 quarters data of 2019 (Q1'19 + Q2'19 + Q3'19) and 1 quarter data of IRS 2017 Q4. We continue to maintain the advisory that considering the adoption of new methodology, increased sample size, new technology and stringent quality check innovation's, it would not be robust to compare the results of IRS 2019 Q3 with data from rounds earlier than IRS 2017.

b) Use of IRS 2019 Q3 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 2019 Q3.
- 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
- **The applicable parameter/s along with the specific geographical area (City, State, and Country) must be clearly mentioned (in the same font size as the headline) in the publicity material.**

c) Comparison of IRS 2019 Q3 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 2019 Q3.
- (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 “main” edition and the “variant” edition should be treated as two different newspapers
- (ii) Publishers should refrain from issuing misleading communication wherein readership numbers of Main + Variant are reported as a single readership number for that publication.
- (iii) Publishers can use the Main + Variant readership numbers together, provided they report the Main & Variant numbers separately and not only as one single consolidated number in their communication. For e.g., if for a given publication, Main Issue Readership = 100 readers; Variant Issue Readership = 20 readers, then the publication can mention in their communication that their readership numbers are: Main Issue =100; Variant Issue =20; Main + Variant Total = 120.
- (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.



Redressal Mechanism

Any violation under this Code by any subscriber/member/user, will be adjudicated by a Disciplinary Committee (**Dis Com**) 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 **Dis Com** 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 **Dis Com** 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, **Dis Com** 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 **Dis Com**
 - 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) In case of repeated* violations by the same member/subscriber/user, MRUC will release an advisory to all advertising agencies who are members of AAAI and advertisers who are members of ISA recommending barring the said publication/s in from their media plans
 - (i) For up to two violations, bar for a period of three months



**INDIAN
READERSHIP
SURVEY**

- (ii) For 3 – 5 violations, bar for a period of six months
- (iii) Over 5 violations, the MRUC Board of Governors to take appropriate action.

**Repeated violations are all cumulative violations pertaining to the IRS 2019 Q3 data*

- e) MRUC also retains the right to take suo moto cognisance of any violation of the guidelines under this code.
- f) The decision of the MRUC Disciplinary Committee will be final.



ADVISORIES :

Quarter 3 -

1. Readership versus Circulation comparison

MRUC urges subscribers not to raise any query related to comparison of Readership estimates provided by the IRS study & Audited Circulation of a publication. The IRS Technical Committee has debated on this concern and accepted the fact that the readership estimates & audited circulation numbers are arrived at via two very different processes, hence it would not be right to have a like-to-like comparison between circulation & readership of any given newspaper/magazine.

2. Jammu & Kashmir:

IRS fieldwork in Jammu and Kashmir state has been adversely affected for quarter 3 (Q3) of 2019, because of political and administrative development in the state. Nielsen has deployed field force in J&K as planned for Q3 fieldwork but fieldwork had to stop midway and design sample size could not be achieved.

In consultation with the Tech Comm it has been decided that for IRS Q3 2019 reporting for J&K - last 4 quarters data (Q3 & Q4 '17 and Q1&Q2 '19) will be utilized and projected to the updated universe. Achieved sample in J&K for Q3'19 is in-significant and will not be part of Q3'19 report rather sample size of Qtr 3 will be achieved in quarter 4 along with the design sample for Qtr 4 and reported together with IRS Q4'19 report.

APPENDIX I

Guidelines for Responsible use of IRS Data

Statistical rules governing IRS 2019 Q3

IRS 2019 Q3 fieldwork period: *August 2019 to November 2019*



INDIAN READERSHIP SURVEY

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.

- 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.
- For such publications/titles; a separate database has been provided which has limited geographic variables along with print readership variables

Data classification

- Household vs. Individual data
- The IRS reports Household data and Individual data separately
- 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.
- Readership data

Readership metrics

- Readership for Daily Newspapers is now reported by the following metrics-
- AIR - Yesterday Readership
- 1 to 3 days
- 1 to 7 days
- Total Readership – last 4 weeks

Variant Readership

- IRS 2019 Q3 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)

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:
 - Real change has occurred in the characteristic being measured. Such as cell phone ownership may have gone up.
 - No real change has actually happened, but the survey shows some differences.



INDIAN
READERSHIP
SURVEY



Points to consider while analyzing IRS data

IRS data can only be used by registered subscribers of the data. Any misuse of the data by non-subscribers will have legal implications.

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 below table; 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.

		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

Comparisons with previous rounds

IRS 2019 Q3 data comprises of 3 quarters data of 2019 (Q1'19 + Q2'19 + Q3'19) and last 1 quarter data of IRS 2017 Q4. We continue to maintain the advisory that considering the adoption of new methodology, increased sample size, new technology and stringent quality check innovations, it would not be right to compare the results of IRS 2019 Q3 with data from rounds earlier than IRS 2017.

Reading Household Consumer Goods and Durables Penetration

Durables ownership and purchase of consumer goods is captured at a household level and 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.

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:

- 1) Real change has occurred in the characteristic being measured. Such as cell phone ownership may have gone up.
- 2) 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:

1. **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)

2. **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.

3. **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

1. Operate within the ranges defined by globally accepted random sampling methods (i.e. within 'First point' above)
2. Create a robust theoretical design to minimize errors referenced under 'Second'.
3. 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:

1. 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.
2. 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 estimates lie within this range (lower and upper confidence limit).
3. 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

Survey Sample Size	Brand A user ship Incidence (Vert %)	Associated margin of error	Reported Estimate	Lower Confidence Limit Basis margin of error)	Upper Confidence Limit Basis margin of error)
1000	20%	11.6%	100000	88000	112000

- The above table shows the upper and lower confidence limits that are associated with Brand A usership estimate at 90% confidence level
- This means that there is 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 user's lies somewhere between 88,000 and 112,000 users.



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 - Jorabachal)	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 & ondwana- 1	Rajnandgaon
	Chhatisagarh & ondwana- 2	Bilaspur Dhamtari Durg Janjgir - Champa Jashpur Kabeerdham Korba Mahasamund Raigarh Raipur
	Dandekarnia	Bastar Bijapur Dakshin Bastar Dantewada Narayanpur Uttar Bastar Kanker
Goa	Goa (Maharashtra)	North Goa South Goa
Gujarat	Bhilistan - Gujarat	Banas Kantha Dohad Mahesana Panch Mahals Sabar Kantha



State	SCR	District
Gujarat	Gujarat Plains	Ahmadabad UA District 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



**INDIAN
READERSHIP
SURVEY**

		Karnal Kurukshetra Mewat Palwal Panchkula Panipat Rewari Rohtak Sonipat 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
	Jharkhand Plains- 2	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
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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 Umria
	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 Solapur
	Khandesh	Dhule Jalgaon Nandurbar
	Konkan	Mumbai UA District Cluster Raigarh Ratnagiri Sindhudurg 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
Orissa	Coastal Orissa (Kalinga)	Baleshwar Bhadrak Cuttack Jagatsinghapur Jajapur Kendrapara Khordha Nayagarh Puri
	Dandekarnia	Koraput Malkangiri Nabarangapur Rayagada
	Gondwana - Orissa	Bargarh Debagarh Jharsuguda Sambalpur Sundargarh

State	SCR	District
Orissa	Orissa Hills & Plateau- 2	Anugul Baudh Dhenkanal Gajapati Ganjam Kandhamal Kendujhar Mayurbhanj Subarnapur
	Orissa Hills & Pleateau- 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 Thiruvavarur 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 hadohi) 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 Bardhaman 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 Rancheepuram 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 Twentyfour, Parganas, Hugli, Haora, Kolkata, South Twenty Four and 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



	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 Individual 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
Goa Cluster 1	North Goa
	South Goa
Gujarat Individual 1	Ahmadabad UA District Cluster
Gujarat Individual 2	Surat
Gujarat Individual 3	Vadodara
Gujarat Individual 4	Rajkot
Gujarat Individual 5	Dadra & Nagar Haveli
Gujarat Individual 6	Kachchh
Gujarat Cluster 7	Banas Kantha
	Mahesana
	Sabar Kantha
	Panch Mahals
	Dohad
Gujarat Cluster 8	Gandhinagar
	Anand
	Kheda
	Narmada
	Bharuch
	The Dangs
	Navsari
	Valsad
Tapi	



	Daman
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* 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 Wayanad
Kerala Individual 4	Kollam
Kerala Cluster 5	Idukki
	Kottayam
	Alappuzha
	Pathanamthitta
Kerala Cluster 6	Palakkad
	Thrissur
Kerala Cluster 7	Kasaragod
	Kannur
Kerala Individual 8	Ernakulam
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



**INDIAN
READERSHIP
SURVEY**

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
Meghalaya Cluster 1	Imphal
	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
	Longleng
	Kiphire
	Kohima
	Mokokchung
	Mon
	Peren
	NCT Of Delhi Individual 1
Orissa Individual 1	Ganjam
Orissa Cluster 2	Baleswar
	Bhadrak
	Kendrapara
	Jagatsinghapur
	Cuttack
	Jajapur
	Nayagarh
	Khordha
Puri	
Orissa Cluster 3	Rayagada
	Nabarangapur
	Malkangiri
	Koraput



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

District/District Clusters	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



**INDIAN
READERSHIP
SURVEY**

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
	Thiruvarur
	Thanjavur
	Pudukkottai
	Sivaganga
Ramanathapuram	
Tamil Nadu Cluster 10	Thiruvallur
	Kancheepuram
	Tiruvannamalai
Tamil Nadu Cluster 11	Yanam
	Mahe



	Puducherry
	Karaikal
Tripura Cluster 1	West Tripura
	South Tripura
	Dhalai
	North Tripura
Uttar Pradesh Individual 1	Lucknow
Uttar Pradesh Individual 2	Agra
Uttar Pradesh Individual 3	Moradabad
Uttar Pradesh Individual 4	Bareilly
Uttar Pradesh Individual 5	Gorakhpur
Uttar Pradesh Individual 6	Azamgarh
Uttar Pradesh Individual 7	Muzaffarnagar
Uttar Pradesh Individual 8	Jaunpur

District/District Clusters	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
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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	Bardhaman
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 arganas district
ZONE 2	South Kolkata + central Kolkata part + some part of South Twenty Four arganas 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, aster, Dakshin Baster Dantewada , Bijapur and Narayanpur
Himachal Pradesh	Lahaul and Spiti
Jammu & Kashmir	Kashmir region, Doda
Lakshadweep	All
Maharashtra	Rural part of Gadchiroli
Manipur	Senapati, Churachandpur, Ukhrul, handel,
Nagaland	Mon, Mokokchung
Orissa	Kandhamal, Malkangiri and Rural part of ajapati,, Nuapada, and Rayagada .

ANNEXURE – V

Sample by Geography – HH

Reporting Unit	Variable	Households
State	All India	329900
State	Andhra Pradesh	14645



**INDIAN
READERSHIP
SURVEY**

State	Assam	6529
State	Bihar	19311
State	Chhattisgarh	6967
State	Goa	992
State	Gujarat	21659
State	Haryana	6827
State	Himachal Pradesh	1304
State	Jammu & Kashmir	1665
State	Jharkhand	8448
State	Karnataka	18576
State	Kerala	12767
State	Madhya Pradesh	17110
State	Maharashtra	37845
State	Manipur	924
State	Meghalaya	899
State	Mizoram	911
State	NCT Of Delhi	7003
State	Nagaland	968
State	Odisha	11042
State	Punjab	9793
State	Rajasthan	16563
State	Sikkim	951
State	Tamil Nadu	25243
State	Telangana	11002
State	Tripura	1001
State	Uttar Pradesh	39781
State	Uttarakhand	2756
State	West Bengal	26418
State	Delhi with NCT	11147
State	UP without NCT	37749
State	Haryana without NCT	4715

Reporting Unit	Variable	Households
Urban / Rural	Urban	214783
Urban / Rural	Rural	115117
Zones	North	85692
Zones	East	84369
Zones	West	77606
Zones	South	82233
Pop Strata	Urban - Metro 50L+	42260

**INDIAN
READERSHIP
SURVEY**

Pop Strata	Urban - Metro 15-50L	25557
Pop Strata	Urban - Metro 10-15L	23756
Pop Strata	Urban - 5-10L	39569
Pop Strata	Urban - 2-5L	18969
Pop Strata	Urban - 1-2L	18421
Pop Strata	Urban - Less than 1L	46251
Pop Strata	Rural - More than 5K	31294
Pop Strata	Rural - Less than 5K	83823
SCR	Andhra Pradesh - Andhra- 1	4912
SCR	Andhra Pradesh - Andhra- 2	5864
SCR	Andhra Pradesh - Rayalseema	3869
SCR	Assam - Brahmaputra Valley- 1	1992
SCR	Assam - Brahmaputra Valley- 2	1445
SCR	Assam - Brahmaputra Valley- 3	2305
SCR	Assam - Cachar (Surma Valley - Poorbachal)	787
SCR	Bihar - Bhojpur-Bihar	5723
SCR	Bihar - Bihar	6802
SCR	Bihar - Maithila	6786
SCR	Chattisgarh - Baselkhand-C.G	918
SCR	Chattisgarh - Chhatisagarh & Gondwana	5287
SCR	Chattisgarh - Dandekarnia- C.G	762
SCR	Goa - Goa (Maharashtra)	992
SCR	Gujarat - Bhilistan - Gujarat	1868
SCR	Gujarat - Gujarat Plains	11939
SCR	Gujarat - Konkan - G.J	817
SCR	Gujarat - Saurashtra (Kathiawar)	7035
SCR	Haryana - Eastern Haryana	5530
SCR	Haryana - Western Haryana	1297
SCR	Himachal Pradesh - Himachal Pradesh	1304
SCR	Jammu & Kashmir - Kishtwar & Jammu	1665
SCR	Jharkhand - Jharkhand Hills	3703
SCR	Jharkhand - Jharkhand Plains- 1	1848
SCR	Jharkhand - Jharkhand Plains- 2	2897
SCR	Karnataka - Kannad- 1	2166
SCR	Karnataka - Kannad- 2	3815
SCR	Karnataka - Karnatak (Deccan)	2879
SCR	Karnataka - Malnad	1123
SCR	Karnataka - Old Mysore	8701



**INDIAN
READERSHIP
SURVEY**

SCR	Kerala - Central Travancore	1400
SCR	Kerala - Kochi (Central Kerala)	3467
SCR	Kerala - Malabar (North Kerala)	4820
SCR	Kerala - Travancore (South Kerala)	3080
SCR	Madhya Pradesh - Basalkhand- M.P.	1890
SCR	Madhya Pradesh - Bhilistan - M.P.	1724
SCR	Madhya Pradesh - Bhundelkhand - M.P.	3226
SCR	Madhya Pradesh - Gondwana - M.P.	2456
SCR	Madhya Pradesh - North Malwa- 1	1370
SCR	Madhya Pradesh - North Malwa- 2	4768
SCR	Madhya Pradesh - South Malwa- 1	1091
SCR	Madhya Pradesh - South Malwa- 2	866
SCR	Maharashtra - Desh (Western Ghat)- 1	9166
SCR	Maharashtra - Desh (Western Ghat)- 2	4619
SCR	Maharashtra - Khandesh	1871
SCR	Maharashtra - Konkan - M.H	10911
SCR	Maharashtra - Marathwada	5093
SCR	Maharashtra - Vidharba- 1	824
SCR	Maharashtra - Vidharba- 2	5253
SCR	Manipur - Manipur	924
SCR	Meghalaya - Meghalaya	899
SCR	Mizoram - Mizoram	911
SCR	Nagaland - Nagaland	968
SCR	NCT Of Delhi - Delhi	7003
SCR	Odisha - Coastal Odisha (Kalinga)	4572
SCR	Odisha - Dandekarnia- OR1	946
SCR	Odisha - Gondwana	2146
SCR	Odisha - Odisha Hills & Plateau- 1	885
SCR	Odisha - Odisha Hills & Plateau- 2	2493
SCR	Punjab - Bisht Doab (Beas Sutlej) & East Punjab	6425
SCR	Punjab - North Punjab Plains	1777
SCR	Punjab - South Punjab Plains	1591
SCR	Rajasthan - Jaipur (Aravallis)	5399
SCR	Rajasthan - Maru Pradesh (Marwar)- 1	2444
SCR	Rajasthan - Maru Pradesh (Marwar)- 2	3071
SCR	Rajasthan - Mewar- 1	1069
SCR	Rajasthan - Mewar- 2	3182
SCR	Rajasthan - Mewat	1398



SCR	Sikkim - Sikkim	951
SCR	Tamil Nadu - Coimbatore	6837
SCR	Tamil Nadu - Madras	8433
SCR	Tamil Nadu - Madurai	4354
SCR	Tamil Nadu - Pondicherry	1522
SCR	Tamil Nadu - Tanjore	4097
SCR	Telangana - Telangana- 1	2153
SCR	Telangana - Telangana- 2	8568
SCR	Tripura - Tripura	1001
SCR	Uttar Pradesh - Bhojpur	7689
SCR	Uttar Pradesh - Bhundelkhand - U.P.	2051
SCR	Uttar Pradesh - Braj- 1	1965
SCR	Uttar Pradesh - Braj- 2	3521
SCR	Uttar Pradesh - Oudh - 2- 1	2370
SCR	Uttar Pradesh - Oudh - 2- 2	3621
SCR	Uttar Pradesh - Oudh-1- 1	2794
SCR	Uttar Pradesh - Oudh-1- 2	4347
SCR	Uttar Pradesh - Rohelkhand- 1	5978
SCR	Uttar Pradesh - Rohelkhand- 2	5445
SCR	Uttarakhand - Rohelkhand- 2	662
SCR	Uttarakhand - Uttarakhand	2094
SCR	West Bengal - Darjeeling	2693
SCR	West Bengal - Duars	1753
SCR	West Bengal - Ganga Delta	13986
SCR	West Bengal - Rahr	7986
District/District Cluster	Andhra Pradesh - District Cluster 12	1278
District/District Cluster	Andhra Pradesh - District Cluster 13	2160
District/District Cluster	Andhra Pradesh - Krishna UA District Cluster	1969
District/District Cluster	Andhra Pradesh - Y.S.R.	936
District/District Cluster	Andhra Pradesh - West Godavari	835
District/District Cluster	Andhra Pradesh - East Godavari	1030
District/District Cluster	Andhra Pradesh - Guntur	1735
District/District Cluster	Andhra Pradesh - Visakhapatnam	1769



District/District Cluster	Andhra Pradesh - Chittoor	1004
District/District Cluster	Andhra Pradesh - Anantapur	975
District/District Cluster	Andhra Pradesh - Kurnool	954
District/District Cluster	Assam - District Cluster 2	1128
District/District Cluster	Assam - District Cluster 3	1445
District/District Cluster	Assam - District Cluster 4	2305
District/District Cluster	Assam - District Cluster 5	787
District/District Cluster	Assam - Sonitpur	864
District/District Cluster	Bihar - District Cluster 12	993
District/District Cluster	Bihar - District Cluster 13	1297
District/District Cluster	Bihar - District Cluster 14	1772
District/District Cluster	Bihar - District Cluster 15	1644
District/District Cluster	Bihar - District Cluster 16	759
District/District Cluster	Bihar - District Cluster 17	1626
District/District Cluster	Bihar - Patna	2023
District/District Cluster	Bihar - Aurangabad	831
District/District Cluster	Bihar - Vaishali	768
District/District Cluster	Bihar - Purba Champaran	844
District/District Cluster	Bihar - Muzaffarpur	1377
District/District Cluster	Bihar - Gaya	1363
District/District Cluster	Bihar - Madhubani	744
District/District Cluster	Bihar - Samastipur	714
District/District Cluster	Bihar - Saran	803
District/District Cluster	Bihar - Pashchim Champaran	955



District/District Cluster	Bihar - Darbhanga	798
District/District Cluster	Chhattisgarh - District Cluster 1	3420
District/District Cluster	Chhattisgarh - District Cluster 4	918
District/District Cluster	Chhattisgarh - District Cluster 5	1867
District/District Cluster	Chhattisgarh - District Cluster 6	762
District/District Cluster	Delhi UA - District Cluster	7003
District/District Cluster	Goa - District Cluster 1	992
District/District Cluster	Gujarat - District Cluster 7	1868
District/District Cluster	Gujarat - District Cluster 8	2329
District/District Cluster	Gujarat - District Cluster 9	4254
District/District Cluster	Gujarat - Ahmedabad UA District Cluster	4691
District/District Cluster	Gujarat - Surat	2710
District/District Cluster	Gujarat - Vadodara	2209
District/District Cluster	Gujarat - Rajkot	1909
District/District Cluster	Gujarat - Dadra & Nagar Haveli	817
District/District Cluster	Gujarat - Kachchh	872
District/District Cluster	Himachal Pradesh - District Cluster 1	1304
District/District Cluster	Haryana - District Cluster 1	1297
District/District Cluster	Haryana - District Cluster 2	3436
District/District Cluster	Haryana - District Cluster 3	2094
District/District Cluster	Jharkhand - District Cluster 2	3703
District/District Cluster	Jharkhand - District Cluster 3	1848
District/District Cluster	Jharkhand - District Cluster 4	1405
District/District Cluster	Jharkhand - Ranchi	1492



District/District Cluster	Jammu & Kashmir - District Cluster 1	1665
District/District Cluster	Karnataka - District Cluster 3	2058
District/District Cluster	Karnataka - District Cluster 4	2144
District/District Cluster	Karnataka - District Cluster 5	2879
District/District Cluster	Karnataka - District Cluster 6	1123
District/District Cluster	Karnataka - District Cluster 7	3870
District/District Cluster	Karnataka - Bangalore	4831
District/District Cluster	Karnataka - Belgaum	1671
District/District Cluster	Kerala - District Cluster 5	1400
District/District Cluster	Kerala - District Cluster 6	1884
District/District Cluster	Kerala - District Cluster 7	1904
District/District Cluster	Kerala - Malappuram	1511
District/District Cluster	Kerala - Thiruvananthapuram	1550
District/District Cluster	Kerala - District Cluster 3	1405
District/District Cluster	Kerala - Kollam	1530
District/District Cluster	Kerala - Ernakulam	1583
District/District Cluster	Maharashtra - District Cluster 12	2896
District/District Cluster	Maharashtra - District Cluster 13	895
District/District Cluster	Maharashtra - District Cluster 14	1046
District/District Cluster	Maharashtra - District Cluster 15	2017
District/District Cluster	Maharashtra - District Cluster 16	824
District/District Cluster	Maharashtra - District Cluster 17	1644
District/District Cluster	Maharashtra - District Cluster 18	2190
District/District Cluster	Maharashtra - Mumbai UA District Cluster	7175



District/District Cluster	Maharashtra - Amravati	1496
District/District Cluster	Maharashtra - Satara	892
District/District Cluster	Maharashtra - Pune	4769
District/District Cluster	Maharashtra - Nashik	2591
District/District Cluster	Maharashtra - Thane	2690
District/District Cluster	Maharashtra - Ahmednagar	914
District/District Cluster	Maharashtra - Solapur	1723
District/District Cluster	Maharashtra - Jalgaon	976
District/District Cluster	Maharashtra - Aurangabad - M.H	1582
District/District Cluster	Maharashtra - Nanded	1525
District/District Cluster	Meghalaya - District Cluster 1	899
District/District Cluster	Manipur - District Cluster 1	924
District/District Cluster	Madhya Pradesh - District Cluster 2	1609
District/District Cluster	Madhya Pradesh - District Cluster 3	1724
District/District Cluster	Madhya Pradesh - District Cluster 4	3226
District/District Cluster	Madhya Pradesh - District Cluster 5	2456
District/District Cluster	Madhya Pradesh - District Cluster 6	1370
District/District Cluster	Madhya Pradesh - District Cluster 7	3166
District/District Cluster	Madhya Pradesh - District Cluster 8	1091
District/District Cluster	Madhya Pradesh - District Cluster 9	866
District/District Cluster	Madhya Pradesh - Indore	1602
District/District Cluster	Mizoram - District Cluster 1	911
District/District Cluster	Nagaland - District Cluster 1	968
District/District Cluster	Odisha - District Cluster 2	4572



District/District Cluster	Odisha - District Cluster 3	946
District/District Cluster	Odisha - District Cluster 4	2146
District/District Cluster	Odisha - District Cluster 5	1499
District/District Cluster	Odisha - District Cluster 6	885
District/District Cluster	Odisha - Ganjam	994
District/District Cluster	Punjab - District Cluster 3	3119
District/District Cluster	Punjab - District Cluster 4	1777
District/District Cluster	Punjab - District Cluster 5	1591
District/District Cluster	Punjab - Ludhiana	1661
District/District Cluster	Punjab - Chandigarh	1645
District/District Cluster	Rajasthan - District Cluster 3	2272
District/District Cluster	Rajasthan - District Cluster 4	957
District/District Cluster	Rajasthan - District Cluster 5	929
District/District Cluster	Rajasthan - District Cluster 6	3071
District/District Cluster	Rajasthan - District Cluster 7	1069
District/District Cluster	Rajasthan - District Cluster 8	3182
District/District Cluster	Rajasthan - District Cluster 9	1398
District/District Cluster	Rajasthan - Jaipur	2170
District/District Cluster	Rajasthan - Jodhpur	1515
District/District Cluster	Sikkim - District Cluster 1	951
District/District Cluster	Tamil Nadu - District Cluster 10	1338
District/District Cluster	Tamil Nadu - District Cluster 11	1522
District/District Cluster	Tamil Nadu - District Cluster 6	3387
District/District Cluster	Tamil Nadu - District Cluster 7	1701



District/District Cluster	Tamil Nadu - District Cluster 8	2686
District/District Cluster	Tamil Nadu - District Cluster 9	4097
District/District Cluster	Tamil Nadu - Chennai UA District Cluster	4332
District/District Cluster	Tamil Nadu - Coimbatore	1726
District/District Cluster	Tamil Nadu - Vellore	1062
District/District Cluster	Tamil Nadu - Salem	1724
District/District Cluster	Tamil Nadu - Madurai	1668
District/District Cluster	Tripura - District Cluster 1	1001
District/District Cluster	Telangana - District Cluster 5	1128
District/District Cluster	Telangana - District Cluster 6	905
District/District Cluster	Telangana - District Cluster 7	1416
District/District Cluster	Telangana - Hyderabad UA District Cluster	4025
District/District Cluster	Telangana - Karimnagar	1025
District/District Cluster	Telangana - Mahbubnagar	832
District/District Cluster	Telangana - Warangal	1671
District/District Cluster	Uttarakhand - District Cluster 2	2094
District/District Cluster	Uttarakhand - Hardwar	662
District/District Cluster	Uttar Pradesh - District Cluster 15	908
District/District Cluster	Uttar Pradesh - District Cluster 16	1250
District/District Cluster	Uttar Pradesh - District Cluster 17	947
District/District Cluster	Uttar Pradesh - District Cluster 18	1119
District/District Cluster	Uttar Pradesh - District Cluster 19	794
District/District Cluster	Uttar Pradesh - District Cluster 20	1538
District/District Cluster	Uttar Pradesh - District Cluster 21	1156



District/District Cluster	Uttar Pradesh - District Cluster 22	1641
District/District Cluster	Uttar Pradesh - District Cluster 23	1145
District/District Cluster	Uttar Pradesh - District Cluster 24	1838
District/District Cluster	Uttar Pradesh - District Cluster 25	2051
District/District Cluster	Uttar Pradesh - District Cluster 26	653
District/District Cluster	Uttar Pradesh - District Cluster 27	2566
District/District Cluster	Uttar Pradesh - District Cluster 28	2817
District/District Cluster	Uttar Pradesh - District Cluster 29	2370
District/District Cluster	Uttar Pradesh - District Cluster 30	1010
District/District Cluster	Uttar Pradesh - Lucknow	2015
District/District Cluster	Uttar Pradesh - Aligarh	955
District/District Cluster	Uttar Pradesh - Bijnor	889
District/District Cluster	Uttar Pradesh - Saharanpur	1427
District/District Cluster	Uttar Pradesh - Kheri	728
District/District Cluster	Uttar Pradesh - Ghazipur	720
District/District Cluster	Uttar Pradesh - Agra	1312
District/District Cluster	Uttar Pradesh - Moradabad	1731
District/District Cluster	Uttar Pradesh - Bareilly	1184
District/District Cluster	Uttar Pradesh - Gorakhpur	1361
District/District Cluster	Uttar Pradesh - Azamgarh	829
District/District Cluster	Uttar Pradesh - Muzaffarnagar	578
District/District Cluster	Uttar Pradesh - Jaunpur	853
District/District Cluster	Uttar Pradesh - Varanasi	1396
District/District Cluster	West Bengal - District Cluster 16	1846



**INDIAN
READERSHIP
SURVEY**

District/District Cluster	West Bengal - District Cluster 17	852
District/District Cluster	West Bengal - North Twenty Four Parganas	1219
District/District Cluster	West Bengal - Purba Medinipur	1048
District/District Cluster	West Bengal - Maldah	901
District/District Cluster	West Bengal - Birbhum	899
District/District Cluster	West Bengal - Bankura	939
District/District Cluster	West Bengal - Koch Bihar	847
District/District Cluster	West Bengal - Puruliya	869
District/District Cluster	West Bengal - South Twenty Four Parganas	1349
District/District Cluster	West Bengal - Barddhaman	3080
District/District Cluster	West Bengal - Haora	904
District/District Cluster	West Bengal - Hugli	946
District/District Cluster	West Bengal - Murshidabad	1283
District/District Cluster	West Bengal - Nadia	1095
District/District Cluster	West Bengal - Kolkata UA District Cluster	7190
District/District Cluster	West Bengal - Paschim Medinipur	1151
Reporting Towns	Agra UA	899
Reporting Towns	Ahmedabad UA	4305
Reporting Towns	Ajmer UA	943
Reporting Towns	Aligarh UA	609
Reporting Towns	Allahabad UA	1024
Reporting Towns	Amravati (M Corp.)	912
Reporting Towns	Amritsar UA	929
Reporting Towns	Asansol UA	1052
Reporting Towns	Aurangabad UA	1027
Reporting Towns	Bangalore UA	4302
Reporting Towns	Bareilly UA	727
Reporting Towns	Belgaum UA	950



**INDIAN
READERSHIP
SURVEY**

Reporting Towns	Bhavnagar UA	946
Reporting Towns	Bhiwandi UA	955
Reporting Towns	Bhopal UA	1019
Reporting Towns	Bhubaneswar UA	1151
Reporting Towns	Bikaner (M Corp.)	858
Reporting Towns	Bokaro Steel City UA	871
Reporting Towns	Chandigarh UA	1645
Reporting Towns	Chennai UA	4332
Reporting Towns	Coimbatore UA	1073
Reporting Towns	Cuttack UA	959
Reporting Towns	Dehradun UA	960
Reporting Towns	Delhi UA	7003
Reporting Towns	Dhanbad UA	995
Reporting Towns	Durgapur UA	945
Reporting Towns	Durg-Bhilainagar UA	910
Reporting Towns	Erode UA	918
Reporting Towns	Faridabad (M Corp.)	1093
Reporting Towns	Firozabad (Npp)	623
Reporting Towns	Ghaziabad UA	1022
Reporting Towns	Gorakhpur UA	834
Reporting Towns	Gulbarga UA	941
Reporting Towns	Guntur UA	930
Reporting Towns	Gurgaon UA	1019
Reporting Towns	Guwahati UA	995
Reporting Towns	Gwalior UA	1031
Reporting Towns	Hubli-Dharwad (M Corp.)	960
Reporting Towns	Hyderabad UA	4025
Reporting Towns	Indore UA	1081
Reporting Towns	Jabalpur UA	1052
Reporting Towns	Jaipur (M Corp.)	1637
Reporting Towns	Jalandhar UA	904
Reporting Towns	Jammu UA	922
Reporting Towns	Jamnagar UA	938
Reporting Towns	Jamshedpur UA	974
Reporting Towns	Jhansi UA	787
Reporting Towns	Jodhpur UA	990
Reporting Towns	Kannur UA	1089
Reporting Towns	Kanpur UA	1124
Reporting Towns	Kochi UA	1070



**INDIAN
READERSHIP
SURVEY**

Reporting Towns	Kolhapur UA	918
Reporting Towns	Kolkata UA	7190
Reporting Towns	Kollam UA	1023
Reporting Towns	Kota (M Corp.)	1037
Reporting Towns	Kozhikode UA	1018
Reporting Towns	Lucknow UA	1499
Reporting Towns	Ludhiana (M Corp.)	1026
Reporting Towns	Madurai UA	1109
Reporting Towns	Malappuram UA	1028
Reporting Towns	Malegaon UA	908
Reporting Towns	Mangalore UA	900
Reporting Towns	Meerut UA	661
Reporting Towns	Moradabad (M Corp.)	925
Reporting Towns	Mumbai UA	7175
Reporting Towns	Mysore UA	1020
Reporting Towns	Nagpur UA	1438
Reporting Towns	Nanded Waghala (M Corp.)	943
Reporting Towns	Nashik UA	1077
Reporting Towns	Nellore UA	899
Reporting Towns	Noida (CT)	1010
Reporting Towns	Patna UA	1391
Reporting Towns	Puducherry UA	1007
Reporting Towns	Pune UA	3928
Reporting Towns	Raipur UA	888
Reporting Towns	Rajkot UA	1087
Reporting Towns	Ranchi UA	974
Reporting Towns	Raurkela UA	987
Reporting Towns	Saharanpur (M Corp.)	927
Reporting Towns	Salem UA	942
Reporting Towns	Sangali UA	896
Reporting Towns	Siliguri UA	903
Reporting Towns	Solapur (M Corp.)	964
Reporting Towns	Surat UA	2173
Reporting Towns	Thiruvananthapuram UA	1068
Reporting Towns	Thrissur UA	1054
Reporting Towns	Tiruchirappalli UA	1061
Reporting Towns	Tiruppur UA	1005
Reporting Towns	Ujjain (M Corp.)	889
Reporting Towns	Vadodara UA	1684



Reporting Towns	Varanasi UA	924
Reporting Towns	Vasai Virar City (M Corp.)	1084
Reporting Towns	Vijayawada UA	1186
Reporting Towns	Visakhapatnam (GVMC)	1087
Reporting Towns	Warangal UA	969

ANNEXURE - VI

Sample by Geography – IND.

Reporting Unit	Variable	Individuals
State	All India	296040
State	Andhra Pradesh	12628
State	Assam	5984
State	Bihar	17499
State	Chhattisgarh	6073
State	Goa	820
State	Gujarat	19550
State	Haryana	6250
State	Himachal Pradesh	1227
State	Jammu & Kashmir	1581
State	Jharkhand	7536
State	Karnataka	17138
State	Kerala	11747
State	Madhya Pradesh	14947
State	Maharashtra	32355
State	Manipur	749
State	Meghalaya	829
State	Mizoram	772
State	NCT Of Delhi	6598
State	Nagaland	788
State	Odisha	10266
State	Punjab	9066
State	Rajasthan	14795
State	Sikkim	880
State	Tamil Nadu	23044
State	Telangana	10033



**INDIAN
READERSHIP
SURVEY**

State	Tripura	904
State	Uttar Pradesh	35485
State	Uttarakhand	2372
State	West Bengal	24124
State	Delhi with NCT	10385
State	UP without NCT	33623
State	Haryana without NCT	4325
Urban / Rural	Urban	191137
Urban / Rural	Rural	104903
Zones	North	77374
Zones	East	76404
Zones	West	67672
Zones	South	74590
Pop Strata	Urban - Metro 50L+	37530
Pop Strata	Urban - Metro 15-50L	22439
Pop Strata	Urban - Metro 10-15L	20970
Pop Strata	Urban - 5-10L	35471
Pop Strata	Urban - 2-5L	16753
Pop Strata	Urban - 1-2L	16388
Pop Strata	Urban - Less than 1L	41586
Pop Strata	Rural - More than 5K	28402
Pop Strata	Rural - Less than 5K	76501
SCR	Andhra Pradesh - Andhra- 1	4142
SCR	Andhra Pradesh - Andhra- 2	4942
SCR	Andhra Pradesh - Rayalseema	3544
SCR	Assam - Brahmaputra Valley- 1	1831
SCR	Assam - Brahmaputra Valley- 2	1339
SCR	Assam - Brahmaputra Valley- 3	2087
SCR	Assam - Cachar (Surma Valley - Poorbachal)	727
SCR	Bihar - Bhojpur-Bihar	5236
SCR	Bihar - Bihar	6044
SCR	Bihar - Maithila	6219
SCR	Chattisgarh - Basalkhand-C.G	789
SCR	Chattisgarh - Chhatisagarh & Gondwana	4617
SCR	Chattisgarh - Dandekarnia- C.G	667
SCR	Goa - Goa (Maharashtra)	820
SCR	Gujarat - Bhilistan - Gujarat	1715
SCR	Gujarat - Gujarat Plains	10679



**INDIAN
READERSHIP
SURVEY**

SCR	Gujarat - Konkan - G.J	745
SCR	Gujarat - Saurashtra (Kathiawar)	6411
SCR	Haryana - Eastern Haryana	5056
SCR	Haryana - Western Haryana	1194
SCR	Himachal Pradesh - Himachal Pradesh	1227
SCR	Jammu & Kashmir - Kishtwar & Jammu	1581
SCR	Jharkhand - Jharkhand Hills	3315
SCR	Jharkhand - Jharkhand Plains- 1	1659
SCR	Jharkhand - Jharkhand Plains- 2	2562
SCR	Karnataka - Kannad- 1	1957
SCR	Karnataka - Kannad- 2	3591
SCR	Karnataka - Karnatak (Deccan)	2668
SCR	Karnataka - Malnad	1065
SCR	Karnataka - Old Mysore	7899
SCR	Kerala - Central Travancore	1305
SCR	Kerala - Kochi (Central Kerala)	3182
SCR	Kerala - Malabar (North Kerala)	4416
SCR	Kerala - Travancore (South Kerala)	2844
SCR	Madhya Pradesh - Basalkhand- M.P.	1669
SCR	Madhya Pradesh - Bhilistan - M.P.	1524
SCR	Madhya Pradesh - Bhundelkhand - M.P.	2768
SCR	Madhya Pradesh - Gondwana - M.P.	2078
SCR	Madhya Pradesh - North Malwa- 1	1218
SCR	Madhya Pradesh - North Malwa- 2	4160
SCR	Madhya Pradesh - South Malwa- 1	993
SCR	Madhya Pradesh - South Malwa- 2	756
SCR	Maharashtra - Desh (Western Ghat)- 1	7818
SCR	Maharashtra - Desh (Western Ghat)- 2	4109
SCR	Maharashtra - Khandesh	1581
SCR	Maharashtra - Konkan - M.H	9235
SCR	Maharashtra - Marathwada	4451
SCR	Maharashtra - Vidharba- 1	673
SCR	Maharashtra - Vidharba- 2	4446
SCR	Manipur - Manipur	749
SCR	Meghalaya - Meghalaya	829
SCR	Mizoram - Mizoram	772
SCR	Nagaland - Nagaland	788
SCR	NCT Of Delhi - Delhi	6598
SCR	Odisha - Coastal Odisha (Kalinga)	4256
SCR	Odisha - Dandekarnia- OR1	831
SCR	Odisha - Gondwana	2046
SCR	Odisha - Odisha Hills & Plateau- 1	810

**INDIAN
READERSHIP
SURVEY**

SCR	Odisha - Odisha Hills & Plateau- 2	2323
SCR	Punjab - Bisht Doab (Beas Sutlej) & East Punjab	5904
SCR	Punjab - North Punjab Plains	1670
SCR	Punjab - South Punjab Plains	1492
SCR	Rajasthan - Jaipur (Aravallis)	4688
SCR	Rajasthan - Maru Pradesh (Marwar)- 1	2157
SCR	Rajasthan - Maru Pradesh (Marwar)- 2	2688
SCR	Rajasthan - Mewar- 1	1020
SCR	Rajasthan - Mewar- 2	2951
SCR	Rajasthan - Mewat	1291
SCR	Sikkim - Sikkim	880
SCR	Tamil Nadu - Coimbatore	6308
SCR	Tamil Nadu - Madras	7767
SCR	Tamil Nadu - Madurai	3883
SCR	Tamil Nadu - Pondicherry	1414
SCR	Tamil Nadu - Tanjore	3672
SCR	Telangana - Telangana- 1	2015
SCR	Telangana - Telangana- 2	7799
SCR	Tripura - Tripura	904
SCR	Uttar Pradesh - Bhojpur	6909
SCR	Uttar Pradesh - Bhundelkhand - U.P.	1799
SCR	Uttar Pradesh - Braj- 1	1722
SCR	Uttar Pradesh - Braj- 2	3134
SCR	Uttar Pradesh - Oudh - 2- 1	2198
SCR	Uttar Pradesh - Oudh - 2- 2	3239
SCR	Uttar Pradesh - Oudh-1- 1	2500
SCR	Uttar Pradesh - Oudh-1- 2	3764
SCR	Uttar Pradesh - Rohelkhand- 1	5379
SCR	Uttar Pradesh - Rohelkhand- 2	4841
SCR	Uttarakhand - Rohelkhand- 2	575
SCR	Uttarakhand - Uttarakhand	1797
SCR	West Bengal - Darjeeling	2585
SCR	West Bengal - Duars	1690
SCR	West Bengal - Ganga Delta	12618
SCR	West Bengal - Rahr	7231
District/District Cluster	Andhra Pradesh - District Cluster 12	1020
District/District Cluster	Andhra Pradesh - District Cluster 13	1880
District/District Cluster	Andhra Pradesh - Krishna UA District Cluster	1640



**INDIAN
READERSHIP
SURVEY**

District/District Cluster	Andhra Pradesh - Y.S.R.	897
District/District Cluster	Andhra Pradesh - West Godavari	761
District/District Cluster	Andhra Pradesh - East Godavari	896
District/District Cluster	Andhra Pradesh - Guntur	1422
District/District Cluster	Andhra Pradesh - Visakhapatnam	1465
District/District Cluster	Andhra Pradesh - Chittoor	908
District/District Cluster	Andhra Pradesh - Anantapur	930
District/District Cluster	Andhra Pradesh - Kurnool	809
District/District Cluster	Assam - District Cluster 2	1046
District/District Cluster	Assam - District Cluster 3	1339
District/District Cluster	Assam - District Cluster 4	2087
District/District Cluster	Assam - District Cluster 5	727
District/District Cluster	Assam - Sonitpur	785
District/District Cluster	Bihar - District Cluster 12	932
District/District Cluster	Bihar - District Cluster 13	1148
District/District Cluster	Bihar - District Cluster 14	1593
District/District Cluster	Bihar - District Cluster 15	1496
District/District Cluster	Bihar - District Cluster 16	709
District/District Cluster	Bihar - District Cluster 17	1500
District/District Cluster	Bihar - Patna	1773
District/District Cluster	Bihar - Aurangabad	739
District/District Cluster	Bihar - Vaishali	700
District/District Cluster	Bihar - Purba Champaran	792
District/District Cluster	Bihar - Muzaffarpur	1230
District/District Cluster	Bihar - Gaya	1182



Cluster		
District/District Cluster	Bihar - Madhubani	711
District/District Cluster	Bihar - Samastipur	633
District/District Cluster	Bihar - Saran	737
District/District Cluster	Bihar - Pashchim Champaran	888
District/District Cluster	Bihar - Darbhanga	736
District/District Cluster	Chhattisgarh - District Cluster 1	2956
District/District Cluster	Chhattisgarh - District Cluster 4	789
District/District Cluster	Chhattisgarh - District Cluster 5	1661
District/District Cluster	Chhattisgarh - District Cluster 6	667
District/District Cluster	Delhi UA - District Cluster	6598
District/District Cluster	Goa - District Cluster 1	820
District/District Cluster	Gujarat - District Cluster 7	1715
District/District Cluster	Gujarat - District Cluster 8	2150
District/District Cluster	Gujarat - District Cluster 9	3881
District/District Cluster	Gujarat - Ahmedabad UA District Cluster	4129
District/District Cluster	Gujarat - Surat	2416
District/District Cluster	Gujarat - Vadodara	1984
District/District Cluster	Gujarat - Rajkot	1742
District/District Cluster	Gujarat - Dadra & Nagar Haveli	745
District/District Cluster	Gujarat - Kachchh	788
District/District Cluster	Himachal Pradesh - District Cluster 1	1227
District/District Cluster	Haryana - District Cluster 1	1194
District/District Cluster	Haryana - District Cluster 2	3139
District/District Cluster	Haryana - District Cluster 3	1917



**INDIAN
READERSHIP
SURVEY**

District/District Cluster	Jharkhand - District Cluster 2	3315
District/District Cluster	Jharkhand - District Cluster 3	1659
District/District Cluster	Jharkhand - District Cluster 4	1279
District/District Cluster	Jharkhand - Ranchi	1283
District/District Cluster	Jammu & Kashmir - District Cluster 1	1581
District/District Cluster	Karnataka - District Cluster 3	1915
District/District Cluster	Karnataka - District Cluster 4	2000
District/District Cluster	Karnataka - District Cluster 5	2668
District/District Cluster	Karnataka - District Cluster 6	1065
District/District Cluster	Karnataka - District Cluster 7	3592
District/District Cluster	Karnataka - Bangalore	4307
District/District Cluster	Karnataka - Belgaum	1591
District/District Cluster	Kerala - District Cluster 5	1305
District/District Cluster	Kerala - District Cluster 6	1726
District/District Cluster	Kerala - District Cluster 7	1781
District/District Cluster	Kerala - Malappuram	1364
District/District Cluster	Kerala - Thiruvananthapuram	1403
District/District Cluster	Kerala - District Cluster 3	1271
District/District Cluster	Kerala - Kollam	1441
District/District Cluster	Kerala - Ernakulam	1456
District/District Cluster	Maharashtra - District Cluster 12	2620
District/District Cluster	Maharashtra - District Cluster 13	756
District/District Cluster	Maharashtra - District Cluster 14	883
District/District Cluster	Maharashtra - District Cluster 15	1756
District/District Cluster	Maharashtra - District Cluster 16	673



**INDIAN
READERSHIP
SURVEY**

Cluster		
District/District Cluster	Maharashtra - District Cluster 17	1453
District/District Cluster	Maharashtra - District Cluster 18	1777
District/District Cluster	Maharashtra - Mumbai UA District Cluster	6061
District/District Cluster	Maharashtra - Amravati	1252
District/District Cluster	Maharashtra - Satara	789
District/District Cluster	Maharashtra - Pune	4055
District/District Cluster	Maharashtra - Nashik	2183
District/District Cluster	Maharashtra - Thane	2291
District/District Cluster	Maharashtra - Ahmednagar	791
District/District Cluster	Maharashtra - Solapur	1489
District/District Cluster	Maharashtra - Jalgaon	825
District/District Cluster	Maharashtra - Aurangabad - M.H	1366
District/District Cluster	Maharashtra - Nanded	1335
District/District Cluster	Meghalaya - District Cluster 1	829
District/District Cluster	Manipur - District Cluster 1	749
District/District Cluster	Madhya Pradesh - District Cluster 2	1450
District/District Cluster	Madhya Pradesh - District Cluster 3	1524
District/District Cluster	Madhya Pradesh - District Cluster 4	2768
District/District Cluster	Madhya Pradesh - District Cluster 5	2078
District/District Cluster	Madhya Pradesh - District Cluster 6	1218
District/District Cluster	Madhya Pradesh - District Cluster 7	2744
District/District Cluster	Madhya Pradesh - District Cluster 8	993
District/District Cluster	Madhya Pradesh - District Cluster 9	756
District/District Cluster	Madhya Pradesh - Indore	1416



**INDIAN
READERSHIP
SURVEY**

District/District Cluster	Mizoram - District Cluster 1	772
District/District Cluster	Nagaland - District Cluster 1	788
District/District Cluster	Odisha - District Cluster 2	4256
District/District Cluster	Odisha - District Cluster 3	831
District/District Cluster	Odisha - District Cluster 4	2046
District/District Cluster	Odisha - District Cluster 5	1393
District/District Cluster	Odisha - District Cluster 6	810
District/District Cluster	Odisha - Ganjam	930
District/District Cluster	Punjab - District Cluster 3	2882
District/District Cluster	Punjab - District Cluster 4	1670
District/District Cluster	Punjab - District Cluster 5	1492
District/District Cluster	Punjab - Ludhiana	1522
District/District Cluster	Punjab - Chandigarh	1500
District/District Cluster	Rajasthan - District Cluster 3	2045
District/District Cluster	Rajasthan - District Cluster 4	830
District/District Cluster	Rajasthan - District Cluster 5	838
District/District Cluster	Rajasthan - District Cluster 6	2688
District/District Cluster	Rajasthan - District Cluster 7	1020
District/District Cluster	Rajasthan - District Cluster 8	2951
District/District Cluster	Rajasthan - District Cluster 9	1291
District/District Cluster	Rajasthan - Jaipur	1813
District/District Cluster	Rajasthan - Jodhpur	1319
District/District Cluster	Sikkim - District Cluster 1	880
District/District Cluster	Tamil Nadu - District Cluster 10	1238
District/District Cluster	Tamil Nadu - District Cluster 11	1414



Cluster		
District/District Cluster	Tamil Nadu - District Cluster 6	3099
District/District Cluster	Tamil Nadu - District Cluster 7	1580
District/District Cluster	Tamil Nadu - District Cluster 8	2350
District/District Cluster	Tamil Nadu - District Cluster 9	3672
District/District Cluster	Tamil Nadu - Chennai UA District Cluster	3978
District/District Cluster	Tamil Nadu - Coimbatore	1571
District/District Cluster	Tamil Nadu - Vellore	971
District/District Cluster	Tamil Nadu - Salem	1638
District/District Cluster	Tamil Nadu - Madurai	1533
District/District Cluster	Tripura - District Cluster 1	904
District/District Cluster	Telangana - District Cluster 5	1060
District/District Cluster	Telangana - District Cluster 6	847
District/District Cluster	Telangana - District Cluster 7	1187
District/District Cluster	Telangana - Hyderabad UA District Cluster	3611
District/District Cluster	Telangana - Karimnagar	955
District/District Cluster	Telangana - Mahbubnagar	794
District/District Cluster	Telangana - Warangal	1579
District/District Cluster	Uttarakhand - District Cluster 2	1797
District/District Cluster	Uttarakhand - Hardwar	575
District/District Cluster	Uttar Pradesh - District Cluster 15	825
District/District Cluster	Uttar Pradesh - District Cluster 16	1149
District/District Cluster	Uttar Pradesh - District Cluster 17	828
District/District Cluster	Uttar Pradesh - District Cluster 18	1014
District/District Cluster	Uttar Pradesh - District Cluster 19	719



**INDIAN
READERSHIP
SURVEY**

District/District Cluster	Uttar Pradesh - District Cluster 20	1297
District/District Cluster	Uttar Pradesh - District Cluster 21	1073
District/District Cluster	Uttar Pradesh - District Cluster 22	1488
District/District Cluster	Uttar Pradesh - District Cluster 23	1051
District/District Cluster	Uttar Pradesh - District Cluster 24	1626
District/District Cluster	Uttar Pradesh - District Cluster 25	1799
District/District Cluster	Uttar Pradesh - District Cluster 26	589
District/District Cluster	Uttar Pradesh - District Cluster 27	2268
District/District Cluster	Uttar Pradesh - District Cluster 28	2572
District/District Cluster	Uttar Pradesh - District Cluster 29	2198
District/District Cluster	Uttar Pradesh - District Cluster 30	875
District/District Cluster	Uttar Pradesh - Lucknow	1748
District/District Cluster	Uttar Pradesh - Aligarh	866
District/District Cluster	Uttar Pradesh - Bijnor	785
District/District Cluster	Uttar Pradesh - Saharanpur	1193
District/District Cluster	Uttar Pradesh - Kheri	658
District/District Cluster	Uttar Pradesh - Ghazipur	634
District/District Cluster	Uttar Pradesh - Agra	1133
District/District Cluster	Uttar Pradesh - Moradabad	1527
District/District Cluster	Uttar Pradesh - Bareilly	1041
District/District Cluster	Uttar Pradesh - Gorakhpur	1215
District/District Cluster	Uttar Pradesh - Azamgarh	733
District/District Cluster	Uttar Pradesh - Muzaffarnagar	541
District/District Cluster	Uttar Pradesh - Jaunpur	782
District/District Cluster	Uttar Pradesh - Varanasi	1258



**INDIAN
READERSHIP
SURVEY**

Cluster		
District/District Cluster	West Bengal - District Cluster 16	1753
District/District Cluster	West Bengal - District Cluster 17	827
District/District Cluster	West Bengal - North Twenty Four Parganas	1126
District/District Cluster	West Bengal - Purba Medinipur	917
District/District Cluster	West Bengal - Maldah	863
District/District Cluster	West Bengal - Birbhum	868
District/District Cluster	West Bengal - Bankura	897
District/District Cluster	West Bengal - Koch Bihar	832
District/District Cluster	West Bengal - Puruliya	825
District/District Cluster	West Bengal - South Twenty Four Parganas	1246
District/District Cluster	West Bengal - Barddhaman	2702
District/District Cluster	West Bengal - Haora	825
District/District Cluster	West Bengal - Hugli	885
District/District Cluster	West Bengal - Murshidabad	1196
District/District Cluster	West Bengal - Nadia	1014
District/District Cluster	West Bengal - Kolkata UA District Cluster	6326
District/District Cluster	West Bengal - Paschim Medinipur	1022
Reporting Towns	Agra UA	769
Reporting Towns	Ahmedabad UA	3778
Reporting Towns	Ajmer UA	847
Reporting Towns	Aligarh UA	551
Reporting Towns	Allahabad UA	892
Reporting Towns	Amravati (M Corp.)	764
Reporting Towns	Amritsar UA	866
Reporting Towns	Asansol UA	967
Reporting Towns	Aurangabad UA	884
Reporting Towns	Bangalore UA	3823
Reporting Towns	Bareilly UA	621



**INDIAN
READERSHIP
SURVEY**

Reporting Towns	Belgaum UA	908
Reporting Towns	Bhavnagar UA	869
Reporting Towns	Bhiwandi UA	805
Reporting Towns	Bhopal UA	878
Reporting Towns	Bhubaneswar UA	1055
Reporting Towns	Bikaner (M Corp.)	759
Reporting Towns	Bokaro Steel City UA	764
Reporting Towns	Chandigarh UA	1500
Reporting Towns	Chennai UA	3978
Reporting Towns	Coimbatore UA	970
Reporting Towns	Cuttack UA	876
Reporting Towns	Dehradun UA	814
Reporting Towns	Delhi UA	6598
Reporting Towns	Dhanbad UA	900
Reporting Towns	Durgapur UA	779
Reporting Towns	Durg-Bhilainagar UA	782
Reporting Towns	Erode UA	851
Reporting Towns	Faridabad (M Corp.)	1001
Reporting Towns	Firozabad (Npp)	542
Reporting Towns	Ghaziabad UA	936
Reporting Towns	Gorakhpur UA	745
Reporting Towns	Gulbarga UA	873
Reporting Towns	Guntur UA	761
Reporting Towns	Gurgaon UA	924
Reporting Towns	Guwahati UA	869
Reporting Towns	Gwalior UA	842
Reporting Towns	Hubli-Dharwad (M Corp.)	897
Reporting Towns	Hyderabad UA	3611
Reporting Towns	Indore UA	947
Reporting Towns	Jabalpur UA	877
Reporting Towns	Jaipur (M Corp.)	1374
Reporting Towns	Jalandhar UA	837
Reporting Towns	Jammu UA	877
Reporting Towns	Jamnagar UA	849
Reporting Towns	Jamshedpur UA	869
Reporting Towns	Jhansi UA	672
Reporting Towns	Jodhpur UA	867
Reporting Towns	Kannur UA	1011
Reporting Towns	Kanpur UA	942
Reporting Towns	Kochi UA	990
Reporting Towns	Kolhapur UA	840
Reporting Towns	Kolkata UA	6326



**INDIAN
READERSHIP
SURVEY**

Reporting Towns	Kollam UA	962
Reporting Towns	Kota (M Corp.)	903
Reporting Towns	Kozhikode UA	939
Reporting Towns	Lucknow UA	1291
Reporting Towns	Ludhiana (M Corp.)	919
Reporting Towns	Madurai UA	1022
Reporting Towns	Malappuram UA	937
Reporting Towns	Malegaon UA	751
Reporting Towns	Mangalore UA	834
Reporting Towns	Meerut UA	602
Reporting Towns	Moradabad (M Corp.)	812
Reporting Towns	Mumbai UA	6061
Reporting Towns	Mysore UA	937
Reporting Towns	Nagpur UA	1152
Reporting Towns	Nanded Waghala (M Corp.)	811
Reporting Towns	Nashik UA	931
Reporting Towns	Nellore UA	828
Reporting Towns	Noida (CT)	926
Reporting Towns	Patna UA	1203
Reporting Towns	Puducherry UA	943
Reporting Towns	Pune UA	3355
Reporting Towns	Raipur UA	736
Reporting Towns	Rajkot UA	978
Reporting Towns	Ranchi UA	828
Reporting Towns	Raurkela UA	939
Reporting Towns	Saharanpur (M Corp.)	753
Reporting Towns	Salem UA	894
Reporting Towns	Sangali UA	810
Reporting Towns	Siliguri UA	848
Reporting Towns	Solapur (M Corp.)	824
Reporting Towns	Surat UA	1936
Reporting Towns	Thiruvananthapuram UA	964
Reporting Towns	Thrissur UA	964
Reporting Towns	Tiruchirappalli UA	939
Reporting Towns	Tiruppur UA	916
Reporting Towns	Ujjain (M Corp.)	767
Reporting Towns	Vadodara UA	1490
Reporting Towns	Varanasi UA	825
Reporting Towns	Vasai Virar City (M Corp.)	934
Reporting Towns	Vijayawada UA	994
Reporting Towns	Visakhapatnam (GVMC)	896
Reporting Towns	Warangal UA	929

ANNEXURE - VII

Information Areas – Household

Household Demographics

- Age, gender, education and occupation of all family members
- Family structure, CWE, Presence of Children
- Number of working members
- Housing details – owned/ rented, and type of house, presence of exclusive toilet, access to water, electricity
- Detailed Durable ownership of the household from ceiling fan to microwave oven to digital camera to 4-wheeler
- National Consumer Classification System (NCCS)

Entertainment/ media access: whether the household owns a Television, Radio, DVD, Laptop or PC, Telephones and Broadband connection at home and Mobile phone at home and numbers of these.

Durable and Product Penetration

- Ownership of means of transport
- Penetration of household durables – TV, AC, Two Wheelers, Four Wheelers, 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 and product Consumption

- Education, Occupation, marital status, presence of kid/s
- Mode of transportation to work/school/college
- Print, TV, Internet, Mobile and Radio Consumption
- Detailed Media habits of each medium
- Individual lifestyle questions
- Personal FMCG product consumption related questions such as Shampoos, Conditioners, Soft Drinks etc



IRS SOFTWARE

Reporting and Analysis Tool

- IRS 2019 Q3 uses the IMS Clear Decisions Reporting Tool which facilitates data analysis – making it simple for users to perform all kinds of complex analysis.
- The Clear Decisions platform analyzes media and marketing data and has been designed to work the way users do analysis. Apart from drag and drop coding, visual editing it offers enhanced investigative techniques that will allow the user to mine data for insight far more quickly. In addition, it can custom report templates and hundreds of chart options, which allows the user to create presentation-ready reports customized for their business needs.
- Nielsen IMS is the leading innovator of reach and frequency programs and the most prolific writer of reach and frequency algorithms fitted to specific media. The Nielsen Print Reach and Frequency is a core application with sophisticated user benefits seamlessly integrated into its system. For instance, nestled within Nielsen Print R&F, is a powerful optimization program that creates best schedule scenarios based on user specific goals, such as budget or reach
- IRS 2019 Q3 data can be trended with the IRS 2017 data in the Clear Decisions Software.

MEDIA DEFINITIONS

Print

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

Advertising Effectiveness

An evaluation of the extent to which a specific advertisement, or advertising campaign, meets the objectives specified by the client. There are a variety of approaches to evaluation, including inquiry tests, recall tests, and market tests. The measurement approaches include recall of ads and advertising themes, attitudes toward the advertising, persuasiveness, and impact on actual sales levels.

Advertising Message

The visual and/or auditory information prepared by an advertiser to inform and/or persuade and audience regarding a product, organization, or idea. It is sometimes called the creative work by advertising professionals in recognition of the talent and skill required to prepare the more effective pieces of advertising.

Advertising Page Exposure

A measure of the opportunity for readers to see a particular print advertisement, whether or not they actually look at the AD.

Advertising Plan

An explicit outline of what goals an advertising campaign should achieve, how to accomplish those goals, and how to determine whether or not the campaign was successful in obtaining those goals.

Advertising Wearout

The occurrence of consumers becoming so used to an ad that they stop paying attention to it.

Advertorial

An advertisement that has the appearance of a news article or editorial, in a print publication.

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.

Average



A statistical measure. The most common average is arithmetic mean. This is computed by adding a group of values together and dividing by the total number of values in the group

Base

The required number of interviews to be completed, or a defined universe upon which an analysis will be done.

Base Counts

The number of in-tab households used in computation.

Beta Binomial Model

A probability mixture model commonly used to represent patterns of brand choice behavior or media exposure patterns. The model assumes that each individual's behavior follows a Bernoulli process. That is, an individual performs some behavior of interest with probability p on each possible opportunity. The number of times that the behavior of interest is exhibited, out of a given number of opportunities, has the binomial distribution for any individual. The model further assumes that the probability values p vary across individuals according to a beta distribution. These models are used to predict future brand choice or media exposure patterns based on individuals' past behavior

Cost Efficiency

A measure of media vehicle and schedule effectiveness based on a cost comparison of potential or actual audience. Cost efficiency is usually expressed as a cost-per-thousand impressions (CPM).

Cost Per Action or Acquisition (CPA, Cost Per Transaction)

An advertising campaign pricing model based on paying for direct results. The direct correlation between the action taken and the payment for the advertising that led to the action is desirable to advertisers. This model takes many forms (leads, sales, etc.) and is increasing in popularity online due to the ease of implementation and accounting compared to traditional media. CPA is strongly associated with the "direct response" school of marketing.

Cost Per Customer (CPC)

The cost an advertiser pays to acquire a customer.

Cost Per Targeted Thousand Impressions (CPTM)

Implying that the audience one is trying to reach is defined by particular demographics or other specific characteristics, such as male individuals age 16-19. The difference between CPM and CPTM is that CPM is for gross impressions, while CPTM is for targeted impressions.

Cost Per Thousand (CPM)

The cost of delivering 1000 gross impressions within a defined population group, by a medium or media schedule. CPM's are used to compare the efficiencies of media vehicles or schedules. $CPM = \text{Media Cost (In Dollars)} / \text{Gross Target Impression (In Thousands)}$.

Cover Position

An advertisement that appears on a publication's cover, usually at a premium cost. First Cover is the outside front cover, Second Cover is the inside front cover, Third Cover is the inside back cover, and Fourth Cover is the outside back cover.

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.

Cume Rating (Percent Reach)

The cume persons audience expressed as a percentage of all persons estimated to be in the specified demographic group.

Cumulative Frequency Distribution

The percentage of viewers that will see a spot from a campaign N or more times, where N is in a range of numbers. For example, if the range is from 1-10, the distribution shows the percentage of viewers who will see a spot one or more times, two or more times, three or more times, and so on, up to ten or more times.

Customer Acquisition Cost

The cost associated with acquiring a new customer.

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.

Daypart

- 1) The broadcast day is divided into dayparts or time blocks/periods. The definition of the dayparts may vary between media (radio, television) and time zone.
- 2) The time segments that divide a radio or TV day for ad scheduling purposes. These segments generally reflect a television station's programming patterns. The most common dayparts are: prime time, daytime, late night, early morning, total day, sign-on/sign-off, prime access and fringe.
- 3) Broadcast media divide the day into several standard time periods, each of which is called a "daypart". Cost of purchasing advertising time on a vehicle varies by the daypart selected.

Decay

The half-life or duration of advertising impact over time.

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.

Dependent Variable (Effect Variable)

Usually denoted as y, it is a variable that is influenced, to some extent, by one or more other (independent) variables.



Deviation

The difference between the mean and an observed value.

Direct-to-Home (DTH)

Households receive satellite transmission directly without the intermediary of cable transmission.

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).

Effective Frequency

A pre-determined number of advertising exposures judged necessary to achieve a positive change in awareness, attitude, or purchasing action.

Effective Reach

The number or percent of people exposed to an advertising schedule a pre-determined number of times judged necessary to achieve a positive change in awareness, attitude, or purchasing action. This is based on the concept that exposures below the effective frequency have little or no value.

Efficiency

Media effectiveness, found by comparing audience delivery with cost, expressed as cost-per-thousand or as a cost per rating point.

Electronic Programming Guide (EPG)

An application that allows the viewer to interactively select his/her television programming

Filter Question

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

Four-Color Page (P4C, Page 4C, Page 4 Color, Page Four Color)

An advertising page that uses three colors (and/or combination of these colors) plus black and white.

Free Circulation

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

Frequency (Average Frequency, Average Opportunities To See, Average OTS, OTS)

- 1) The average number of times an individual (or household) sees or hears an advertising message, an advertising campaign, or a specific media vehicle. Average Frequency = $\text{Gross Impressions(000)} / \text{Net Reach(000)}$ or $\text{GRP's} / \text{Net Reach \%}$.
- 2) The period of issuance of a publication, e.g., daily, monthly, weekly, etc.
- 3) The position of a television or radio station's broadcast signal within the electromagnetic spectrum.



Frequency Distribution

Quantifies the number of people (or homes) exposed to a schedule based on the exact number of times that they have seen the media vehicle. The number of people reached at each frequency level is expressed as a percentage of the population base.

Insert

- 1) A one-page or multi-page print advertisement distributed with, but not necessarily bound into, a publication.
- 2) An advertisement enclosed with bills or letters.

Insertion

- 1) In print, one line in an insertion order that specifies one advertisement's size, rate, frequency, and so on.
- 2) In cable, the actual playing of a commercial at the headend facility. When the insertion equipment receives a cue tone from the satellite, it inserts the cut into the broadcast.

Lifestyle

A term that originally referred to the attitudes, interests and opinions of research participants, but it can be used to refer to differences in behavior that relate to social values.

Lifestyle Segmentation

Separating consumers into groups, based on their hobbies, interests, and other aspects of their lifestyles.

Market Research

The systematic gathering, recording and analyzing of data with respect to a particular market, where market refers to a specific customer group in a specific geographic area.

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.

Market Share

- 1) Geography Definition: A proportion of total sales in a market obtained by a given facility or chain.
- 2) Strategic Marketing Definition: The proportion of total quantity or dollar sales in a market that is held by each of the competitors. The market can be defined as broadly as the industry, or all substitutes, or as narrowly as a specific market segment. The choice of market depends on which level gives the best insight into competitive position.

Mean (Arithmetic Mean, Average)



This measure represents an arithmetic average of a set of numbers. It is derived by dividing the sum of a group of numerical items by the total number of items in that group. For example, mean family income is obtained by dividing the total of all income reported by people in families, by the total number of families.

Media

The vehicles used to convey advertising messages to the public. Traditional advertising media include newspapers, magazines, billboards, radio and television. Digital interactive advertising media started with the Internet, accessed at an indoor computer, but is quickly spreading to television, cellular devices and outdoor locations. Many other non-traditional media are being used within an advertising campaign, including Place-Based media (in-store), Event-Based Media (stadium signage), etc.

Media Buy (Buy)

The purchase of a specific amount of time or space in an advertising media vehicle.

Media Buyer

An individual working directly for an advertiser, or for an advertising agency, charged with the responsibility of purchasing advertising space or time.

Media Buying

The advertising agency function that involves negotiating with the salespeople of various advertising media in order to obtain needed time and space for advertising agency clients at the most favorable prices.

Media Buying Service

An organization that specializes in buying media time and space for advertisers. Some media buying services also engage in media planning activities for their clients.

Media Mix

The media mix variables allows you to identify users of specific medium along with their frequency of accessing the media. This will help you find the reach of various media (Print, TV, Radio, etc.) independently as well as in combination.

Media Plan

An advertising schedule designed to meet specific marketing objectives, based on extensive media and marketing analysis.

Media Planning

The advertising agency function that involves the determination of advertising objectives, advertising strategies, and advertising tactics relating to the advertising media to be used by specific clients. A media plan includes a statement of objectives, target market definitions, types of advertising media to be used, and the amount of resources to be allocated to each (the media mix), ad a specific time schedule for the use of each media vehicle.

Media Planner

An individual working for the advertiser or advertising agency, charged with the responsibility of designing the media plan

Media Representative



A person or a company that specializes in selling space or time in advertising vehicles to advertisers and advertising agencies.

Media Schedule

A specific schedule showing the media vehicles (including dates, positions in the publication or time of day, and size of ad space or duration of commercials) to be used during an advertising campaign.

Media Strategy

A plan of action by an advertiser for bringing advertising messages to the attention of consumers through the use of appropriate media.

Media Type

A segmentation of available media. Examples include Broadcast TV, Cable TV, Radio, Magazines, Newspaper, Internet, Out-of-Home, Cinema, etc.

Media Vehicle

A specific newspaper, magazine, radio station, television program, outdoor advertising location, etc. that can be employed to carry advertisements or commercials.

Media Weight

A measure of the amount of advertising media used in an advertising campaign. It can be expressed in terms of dollar amounts, gross rating points, circulation data, or other means.

Methodology

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

Paid Circulation

The number of copies of a print advertising medium that are distributed to those that are purchased by the reader.

Penetration

- 1) The degree to which a medium or vehicle has obtained specific target coverage..
- 2) The percent of households in a given area that own either a television set or a radio. For example, XX percent of Indian homes own TV sets.
- 3) The actual number of cable subscribers versus the total number of homes with cable service available to them.
- 4) 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. In broadcast media: the number of homes that are able to receive a signal of specific strength, but which do not necessarily tune to the station.

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.

Qualitative Research

Qualitative research is designed to reveal information that it may be difficult or impossible to measure objectively, or to quantify. Qualitative research can be valuable in discovering people's attitudes and beliefs, and obtaining reactions (e.g., creative treatments, brand packaging), possibly as a basis for future quantitative research.

Typically, qualitative research requires small samples and may use intensive interviewing techniques (focus groups, interviews).

Quantitative Research

Quantitative research seeks to quantify specific characteristics of populations or their habits. It usually requires large samples to generate findings that are statistically significant, and which allow analysis of segments of the data to determine appropriate actions. Quantitative research typically includes questionnaire design, data collection and data processing, and content analysis of results to open-end questions and to media.

Query

A request for information, usually to a search engine.

Questionnaire

A structured technique for collecting data consisting of a series of questions.

Questionnaires can be self-completion or administered by an interviewer, they can be completed orally or in writing.

Quintile Distribution

A display of frequency among audiences grouped into equal fifths of total reach.

Common names for other equal groups are tercile (3), quartile (4), and decile (10).

Quintile Analysis

A quintile analysis is computed by dividing the number of people reached by a schedule into five equal groups. The average frequency is then computed for each sub-group.

Quota

The total number of interviews to be completed by a data collection company. Quotas may also be defined by market, by product, by interviewer or by rotation, etc.

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)



INDIAN READERSHIP SURVEY

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.

Range

A measure of the variability that is the difference between the largest and the smallest value in a set of values.

Rate

The cost of an amount of time during a specific time period for broadcast advertising or a specific size and/or location for printed advertising.

Rate Base

The circulation of a print vehicle, upon which the publisher bases advertising space rates. The publisher may not guarantee the rate base.

Rate Card

A printed listing of the charges associated with different amounts of time or space, different placements in the vehicle, and other conditions of sales. Often rate cards serve as the starting point for negotiation in the fashion of the sticker on the window of a new car.

Raw Data

Refers to data before analysis or weighting.

Reach Curve

A visual breakout of how reach builds over time. Reach curves fluctuate by medium and by the schedule and media combination.

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.

Response Rate

Percentage of homes or individuals in a pre-designated sample who provide usable information for tabulation and analysis.



Return On Investment (ROI)

The actual or perceived future value of an expense or investment. Ad campaign ROI is a metric that attempts to determine what the advertiser receives in return for the cost of the advertising, usually in terms of new sales.

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

Segmentation

The process of dividing markets into groups of consumers who are similar to each other, but different to the consumers in other groups.

Target Audience (Target Market)

That portion of the total audience defined to be the most likely purchasers of a given product or service. Usually defined in terms of specific demographic (age, sex, income, etc.), purchase, or ownership characteristics. $\text{Demographic Audience} = \text{Total Audience} \times \text{Audience Composition}$.

Total Net Paid Circulation (Total Paid Circulation)

Total of all classes of a publication's circulation for which the ultimate purchasers have paid in accordance with the standards set by the Audit Bureau of Circulations' rules. Includes single copy sales, mail subscriptions, and specials.

Trend Analysis

The use of analytical techniques, such as time series analysis, to discern trends

Thank You!



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