

# INDIAN READERSHIP SURVEY 2019 Q3

DATE : 20th January 2020

IRS 2019Q3 report is rolling average over Last quarter of 2017 (Q4), and Three quarters of 2019 (Q1+Q2 +Q3 2019); reporting sample of 3,29,900 HHs

NCCS AB continues on an Upward Trend

All media hold on to their loyal consumers in spite growth in internet consumption.  
Total reach across all media continues to grow.

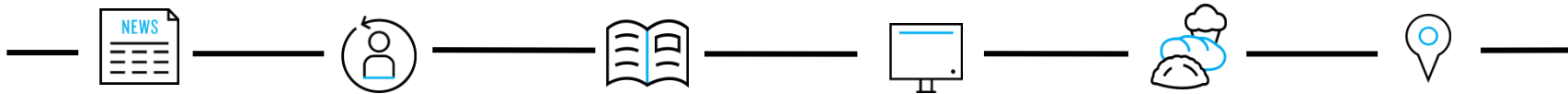
More Indians read and understand English now

J&k fieldwork affected because of administrative/political developments

# REPORTING PERIOD

This report is based on a [Rolling Average](#) of data from Last quarter of IRS 2017, 2 quarters IRS 2019 (Q1) and (Q2) and one fresh quarter – Q3 of IRS 2019

Quarter	Start Date	End Date
IRS 2017 Q4	August'17	December'17
IRS 2019 Q1	November'18	April'19
IRS 2019 Q2	April'19	July '19
IRS 2019 Q3	August'19	November'19



# Key Trends

# NCCS ABC continue to rise

NCCS %	IRS Q1 2019 REPORTED	IRS Q2 2019 REPORTED	IRS Q3 2019 REPORTED
A1	2.3	2.4	2.5
A	15.4	16.2	16.8
B	20.0	20.6	21.5
C	26.9	27.8	28.5
DE	37.7	35.4	33.24

# All Media holding their own despite Internet growth

Figs in %

% REACH WITHIN 12+ INDIVIDUALS	TOTALS IRS'19 Q1	TOTALS IRS'19 Q2	TOTALS IRS'19 Q3	URBAN IRS'19 Q1	URBAN IRS'19 Q2	URBAN IRS'19 Q3	RURAL IRS'19 Q1	RURAL IRS'19 Q2	RURAL IRS'19 Q3
Universe size (000s), 12+ years	107,85,43	108,71,43	109,58,74	37,69,76	38,06,77	38,44,36	70,15,67	70,64,66	71,14,38
TV in last 1 month (L1M)	77	76	76	90	89	88	70	70	70
Newspapers read in L1M	39	39	38	53	53	51	32	31	30
Magazines read in L1M	6	5	5	9	9	9	4	4	3
Listened to Radio in L1M	20	20	20	29	29	29	16	16	16
Accessed Internet in L1M	24	29	35	39	44	49	16	22	27
Watched Cinema in L1M	3	3	3	6	6	6	2	1	1

*IRS Q3 2019 consists of Q4 2017 and Q1, Q2, Q3 2019*

# ENGLISH READ & UNDERSTAND CONTINUES TO GROW

English Read & Understand	ALL INDIA		
	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019
<b>Figs in %</b>			
<b>ALL INDIA</b>	<b>26</b>	<b>27</b>	<b>29</b>
Andhra Pradesh	15	16	16
Assam	25	29	30
Bihar	20	21	21
Chhattisgarh	16	16	16
Goa	55	55	56
Gujarat	16	17	18
Haryana	29	31	34
Himachal Pradesh	52	57	57
Jammu & Kashmir	63	64	64
Jharkhand	21	22	23
Karnataka	22	24	27
Kerala	37	45	48
Madhya Pradesh	13	14	14
Maharashtra	29	31	34
Manipur	48	52	49

English Read & Understand	ALL INDIA		
	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019
<b>ALL INDIA</b>	<b>26</b>	<b>27</b>	<b>29</b>
Meghalaya	31	38	43
Mizoram	21	35	47
NCT Of Delhi	47	48	50
Nagaland	57	59	67
Odisha	28	34	39
Punjab	47	50	53
Rajasthan	19	16	16
Sikkim	63	64	66
Tamil Nadu	27	29	30
Telangana	24	27	27
Tripura	28	28	30
Uttar Pradesh	29	29	29
Uttarakhand	34	36	35
West Bengal	31	34	35

Read in L1M (TR) %	ALL INDIA			URBAN			RURAL		
	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019
Any Hindi Dailies	17	17	16.3	21	21	20.3	15	15	14.2
Any English Dailies	2.9	3.0	3.1	7	7	7.4	0.7	0.76	0.8
Any Regional Dailies	20	19	18.9	28	28	27.1	15	15	14.5

AIR %	ALL INDIA			URBAN			RURAL		
	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019
Any Hindi Dailies	7.12	6.7	6.4	10.5	10.13	9.7	5.32	4.9	4.6
Any English Dailies	1.23	1.21	1.2	3.24	3.16	3.1	0.15	0.15	0.2
Any Regional Dailies	8.36	8.05	7.8	14.07	13.54	12.9	5.29	5.09	5.0

*IRS Q3 2019 consists of Q4 2017 and Q1, Q2, Q3 2019*



%	TR	TR	TR		AIR	AIR	AIR
	2019Q1	2019Q2	2019Q3		2019Q1	2019Q2	2019Q3
<b>All India</b>	<b>37.3</b>	<b>36.7</b>	<b>35.7</b>		<b>16.0</b>	<b>15.3</b>	<b>14.7</b>
North States							
<b>J&amp;K</b>	<b>36.8</b>	<b>38.4</b>	<b>38.4</b>		<b>11.2</b>	<b>11.3</b>	<b>11.3</b>
<b>Punjab</b>	<b>43.1</b>	<b>43.3</b>	<b>42.9</b>		<b>16.6</b>	<b>16.7</b>	<b>16.5</b>
<b>Haryana</b>	<b>38.0</b>	<b>39.4</b>	<b>38.8</b>		<b>16.4</b>	<b>17.1</b>	<b>16.0</b>
<b>HP</b>	<b>54</b>	<b>55.5</b>	<b>54.3</b>		<b>21</b>	<b>21.1</b>	<b>20.5</b>
<b>Uttar Pradesh</b>	<b>36.0</b>	<b>35.0</b>	<b>33.5</b>		<b>14.7</b>	<b>13.4</b>	<b>12.6</b>
<b>Uttarakhand</b>	<b>49.6</b>	<b>45.8</b>	<b>43.2</b>		<b>23.1</b>	<b>18.8</b>	<b>17.2</b>
<b>NCT Delhi</b>	<b>48.7</b>	<b>47.7</b>	<b>47.0</b>		<b>25.7</b>	<b>24.3</b>	<b>23.6</b>
<b>Rajasthan</b>	<b>38.7</b>	<b>37.3</b>	<b>35.7</b>		<b>19.5</b>	<b>18.6</b>	<b>17.4</b>

## Any Dailies : TR, AIR : West

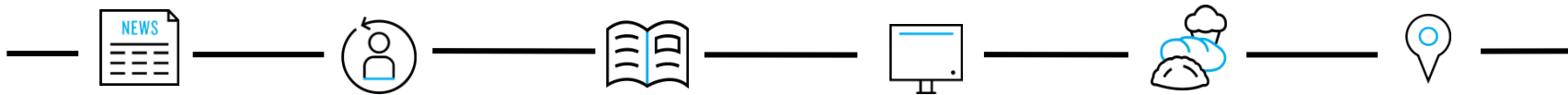
%	TR	TR	TR		AIR	AIR	AIR
	2019Q1	2019Q2	2019Q3		2019Q1	2019Q2	2019Q3
<b>All India</b>	<b>37.3</b>	<b>36.7</b>	<b>35.7</b>		<b>16.0</b>	<b>15.3</b>	<b>14.7</b>
<b>West States</b>							
<b>Maharashtra</b>	42.1	42.7	43.0		19.1	19.2	19.1
<b>MP</b>	32.8	30.8	29.3		12.7	12.0	11.4
<b>Gujarat</b>	40.2	36.9	34.2		16.9	16.0	15.5
<b>Goa</b>	52.3	54.1	54.2		24.7	23.7	23.2
<b>Chhattisgarh</b>	36.2	34.0	30.7		15.2	13.9	12.3

## Any Dailies : TR, AIR : South

%	TR	TR	TR		AIR	AIR	AIR
	2019Q1	2019Q2	2019Q3		2019Q1	2019Q2	2019Q3
All India	37.3	36.7	35.7		16.0	15.3	14.7
South States							
Andhra Pradesh	30.2	28.0	26.0		13.9	12.5	11.1
Telangana	36.4	34.4	30.4		17.7	16.5	15.4
Karnataka	39.7	39.7	39.7		16.3	15.5	15.3
Kerala	86	85.4	84.5		60.1	57.2	52.3
TN & Puduc.	51.0	51.6	52.1		16.2	16.4	16.5

## Any Dailies : TR, AIR : East

%	TR	TR	TR		AIR	AIR	AIR
	2019Q1	2019Q2	2019Q3		2019Q1	2019Q2	2019Q3
All India	37.3	36.7	35.7		16.0	15.3	14.7
East States							
Bihar	28.3	27.7	26.4		11.2	10.9	10.1
Jharkhand	27.8	26.5	27.0		10.5	9.6	10.0
Odisha	32.8	32.9	32.5		10.0	10.0	9.7
Assam	18.0	17.6	17.5		5.8	5.5	4.8
West Bengal	25.7	25.6	25.9		9.5	9.3	9.4



# TOP PUBLICATIONS

# Top Dailies Readership - All India (Main)

Wtd No.s	TR	TR	TR		AIR	AIR	AIR
'000s	2019Q1	2019Q2	2019Q3		2019Q1	2019Q2	2019Q3
Dainik Jagran (Main)	73673	72559	70430		20256	18146	17496
Dainik Bhaskar (Main)	51413	52111	52622		15405	15333	15426
Hindustan (Main)	54696	52866	51308		18422	15716	14563
Amar Ujala (Main)	47645	47066	44797		10184	10163	9694
Malayala Manorama (Daily)	17480	18091	17849		9776	9623	8981
Daily Thanthi	24054	24916	25758		6572	6874	7198
Rajasthan Patrika (Main)	18040	17816	17476		7546	7231	6785
Lokmat (Main)	19702	20443	21765		6083	6063	6231
The Times Of India (Main)	15234	16126	16986		5645	5789	5821
Eenadu	15674	14326	12891		6723	5973	5313

\*Top 10 by AIR

Wtd Nos	TR	TR	TR		AIR	AIR	AIR
'000s	2019Q1	2019Q2	2019Q3		2019Q1	2019Q2	2019Q3
<b>Mumbai</b>							
TOI	2517	2625	2776		1280	1317	1292
HT	1640	1734	1884		885	869	859
Mumbai Mirror	1934	1953	1949		732	749	744
<b>Delhi</b>							
HT	2147	2054	2114		1220	1114	1076
TOI	2001	2058	2206		976	958	928
The Hindu	469	446	526		167	168	187

Wtd Nos	TR	TR	TR		AIR	AIR	AIR
'000s	2019Q1	2019Q2	2019Q3		2019Q1	2019Q2	2019Q3
<b>Chennai</b>							
TOI	719	743	846		264	265	279
Hindu	759	803	898		263	251	267
<b>Kolkata</b>							
Telegraph	720	713	691		338	345	324
TOI	650	632	643		323	323	304



Wtd Nos	TR	TR	TR		AIR	AIR	AIR
'000s	2019Q1	2019Q2	2019Q3		2019Q1	2019Q2	2019Q3
<b>UP</b>							
Dainik Jagran	40919	40290	38758		12077	10336	9971
Amar Ujala	38372	37815	35776		8088	8073	7732
Hindustan	28614	28141	27297		9991	8260	7626
Aj	3877	4088	4053		741	658	623
Rashtriya Sahara	3701	3587	3731		428	520	511
<b>Bihar</b>							
Hindustan	16585	15983	15059		5185	4780	4331
Dainik Jagran	13588	13358	12599		3410	3448	3218
Dainik Bhaskar	4970	5877	6263		1504	1648	1830
Prabhat Khabar	8820	7956	7420		2001	1841	1798
Aj	905	931	980		111	126	159



Wtd Nos	TR	TR	TR		AIR	AIR	AIR
'000s	2019Q1	2019Q2	2019Q3		2019Q1	2019Q2	2019Q3
Jharkhand							
Prabhat Khabar	4801	4722	4599		1274	1329	1403
Hindustan	4240	3800	3899		1232	1051	1015
Dainik Jagran	3763	3507	3538		921	769	812
Dainik Bhaskar	2115	2074	2263		618	554	575

Wtd No.s	TR	TR	TR		AIR	AIR	AIR
'000s	2019Q1	2019Q2	2019Q3		2019Q1	2019Q2	2019Q3
<b>MP</b>							
Dainik Bhaskar	12169	11651	11303		3847	3642	3484
Patrika	7798	7448	7059		2384	2286	2208
Nai Dunia	4928	4929	4842		1346	1333	1290
Dainik Jagran	2135	2391	2445		376	357	300
NavDunia	1292	1407	1312		348	318	292
<b>Rajasthan</b>							
Rajasthan Patrika	17185	16940	16561		7345	7029	6575
Dainik Bhaskar	17082	16807	16441		5707	5765	5851
Dainik Navajyoti	1723	1579	1593		401	351	356
Punjab Kesari	811	697	565		188	143	108

Wtd No.s	TR	TR	TR		AIR	AIR	AIR
'000s	2019Q1	2019Q2	2019Q3		2019Q1	2019Q2	2019Q3
<b>Punjab</b>							
Punjab Kesari	3274	3304	3248		936	957	950
Dainik Bhaskar	1857	1924	2167		493	500	596
Dainik Jagran	1819	1922	1971		446	436	466
Dainik Savera Times	858	1045	1198		228	351	381
Amar Ujala	667	611	548		144	136	118
<b>Haryana</b>							
Dainik Jagran	3882	4162	4288		1250	1368	1325
Dainik Bhaskar	4043	4365	4247		1251	1401	1281
Punjab Kesari	3352	3106	3059		930	884	795
Amar Ujala	1925	1952	1872		391	401	411
Hari Bhoomi	609	833	917		144	257	312

# Top Dailies (Main) - Hindi -5

Wtd No.s	TR	TR	TR		AIR	AIR	AIR
'000s	2019Q1	2019Q2	2019Q3		2019Q1	2019Q2	2019Q3
<b>CHH</b>							
Hari Bhoomi	3860	3742	3314		1304	1256	1106
Dainik Bhaskar	3149	2934	2812		891	792	741
Nava Bharat (CHH)	3253	3040	2610		873	821	676
Patrika	2166	1796	1508		652	541	419
Nai Dunia	1542	1417	1283		392	354	309
<b>Uttarakhand</b>							
Hindustan	2288	1907	2009		1060	746	804
Amar Ujala	2955	2787	2698		693	694	595
Dainik Jagran	2874	2432	2337		761	567	555

Wtd No.s	TR	TR	TR		AIR	AIR	AIR
'000s	2019Q1	2019Q2	2019Q3		2019Q1	2019Q2	2019Q3
<b>Kerala</b>							
Malayala Manorma	17264	17867	17596		9677	9530	8874
Mathrubhumi	12841	13095	12545		6396	5869	5222
Deshabhimani (Daily)	6295	6611	6602		2405	2425	2234
Madhyamam (Daily)	2469	2661	2588		853	877	774
Suprabhaatam	1339	1306	1254		559	548	461
<b>Maharashtra</b>							
Lokmat	19469	20169	21457		6014	5988	6146
Daily Sakal	11668	12771	13960		3041	3589	3860
Pudhari	7931	8773	9276		2586	2700	2743
Punya Nagari	9684	10256	10884		2227	2177	2361
Maharashtra Times	4156	4643	4943		1567	1576	1629

Wtd No.s	TR	TR	TR	AIR	AIR	AIR
'000s	2019Q1	2019Q2	2019Q3	2019Q1	2019Q2	2019Q3
<b>Karnataka</b>						
Vijay Karnataka	7860	8081	8018	2654	2583	2629
Vijayavani	7191	7345	7500	2270	2169	2257
Prajavani	7177	7372	7549	2087	2166	2128
Udayavani	3184	3264	3465	1044	1069	1113
Kannada Prabha	2657	2599	2592	656	620	650
<b>Orissa</b>						
Sambad (Ori)	6598	6656	6550	1579	1581	1474
Samaja	5463	5594	5629	1223	1255	1281
The Prameya	3772	3613	3807	979	926	1001
Dharitri	3187	3009	2751	523	490	433
Pragativadi	568	675	641		117	135

Wtd No.s	TR	TR	TR		AIR	AIR	AIR
'000s	2019Q1	2019Q2	2019Q3		2019Q1	2019Q2	2019Q3
<b>Tamil Nadu</b>							
Daily Thanthi	23471	24381	25254		6359	6712	7025
Dinakaran	12353	12738	12854		2480	2599	2659
Dinamalar	11588	11969	11937		2841	2814	2656
Maalai Malar	2723	2834	2983		662	636	689
The Hindu Tamil	2709	2674	2569		790	728	664
<b>Gujarat</b>							
Gujarat Samachar	11067	10078	9160		3949	3696	3523
Sandesh	10375	9397	8991		3384	3211	3139
Divya Bhaskar	8060	7918	7907		2577	2754	2768
Saurashtra Samachar	766	778	916		234	241	302
Kutch Mitra (Daily)	714	625	521		234	211	238



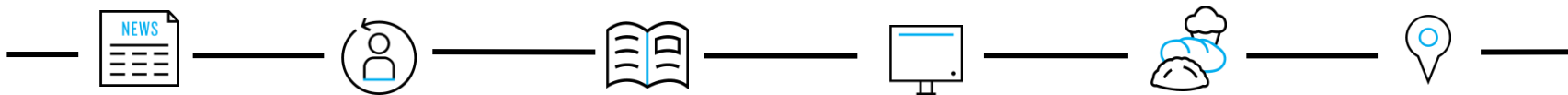
Wtd No.s	TR	TR	TR		AIR	AIR	AIR
'000s	2019Q1	2019Q2	2019Q3		2019Q1	2019Q2	2019Q3
<b>West Bengal</b>							
Ananda Bazar Patrika	12361	12379	12683		3406	3321	3273
Bartaman	9475	9739	9898		2652	2668	2732
Ei Samay	2733	2659	2711		935	885	864
Uttar Banga Sambad	2056	1949	1795		719	676	580
Sangbad Pratidin	3206	3406	3647		487	532	562
<b>Andhra Pradesh</b>							
Eenadu	8251	7243	6750		3494	2925	2468
Sakshi	5238	5370	5412		1708	1850	1896
Andhra Jyothi	3897	3628	3219		1519	1378	1198

## Top Dailies (Main) – Regional 5

Wtd No.s	TR	TR	TR		AIR	AIR	AIR
'000s	2019Q1	2019Q2	2019Q3		2019Q1	2019Q2	2019Q3
<b>Telangana</b>							
Eenadu	7077	6703	5739		3091	2898	2711
Sakshi	3384	3228	2968		1239	1236	1260
Namasthe Telangana	2973	2806	2231		1111	1047	814
Andhra Jyothi	2339	2221	2025		957	861	799
<b>Assam</b>							
Asomiya Pratidin	2500	2469	2471		769	719	588
Niyamiya Barta	1016	1129	1212		239	274	289
Amar Asom	702	713	692		167	169	137
Dainik Agradoot	508	610	587			161	129

## Top Dailies (Main) – Regional 6

Wtd No.s	TR	TR	TR		AIR	AIR	AIR
'000s	2019Q1	2019Q2	2019Q3		2019Q1	2019Q2	2019Q3
<b>Punjab</b>							
<b>Ajit</b>	4314	4414	4449		1047	1140	1118
<b>Jag Bani</b>	4386	4207	3977		1106	970	959
<b>Punjabi Tribune</b>	771	749	681		162	179	185
<b>Punjabi Jagran</b>	684	736	738		140	127	93



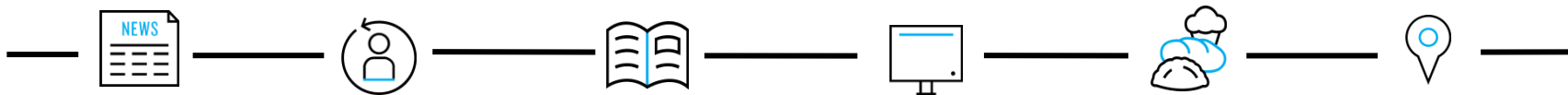
# TOP MAGAZINES

MAGAZINES	ALL INDIA			URBAN			RURAL		
	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019	IRS Q2 2019	IRS Q1 2019	IRS Q3 2019	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019
<b>% MAGAZINES - TR</b>	8%	8%	8%	13%	13%	13%	5%	5%	5%
<b>% MAGAZINES - AIR</b>	4%	4%	4%	7%	7%	7%	3%	3%	3%

# Snapshot : Magazines

MAGAZINES	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019	MAGAZINES	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019
India Today (English)	9151	9156	9243	Ananda Vikatan	3412	3394	3377
India Today (Hindi)	7711	7456	7027	Champak (Hindi)	3528	3342	3275
SamanyaGyan Darpan	7493	6999	6395	Grih Shobha (Hindi)	2783	3349	3269
Vanitha (Malayalam)	7049	6811	6343	Diamond Cricket Today (Hindi)	2992	2951	2933
Pratiyogita Darpan (Hindi)	6419	6076	5503	Filmfare (English - Monthly)	2740	2771	2881
Meri Saheli	4682	4235	4020	Jagran Sakhi	2366	2363	2752
The Sportstar	3437	3713	3796	Sarita	3067	2835	2746
General Knowledge Today	3666	3666	3670	Saras Salil Hindi	4262	3357	2688
Bal Bhaskar	3917	3685	3628	Balarama	2526	2774	2665
Diamond Cricket Today (English)	2927	3211	3463	Mathrubhumi Arogya Masika	2687	2802	2641

*\*Top 20 by TR*



# TOP RADIO STATIONS

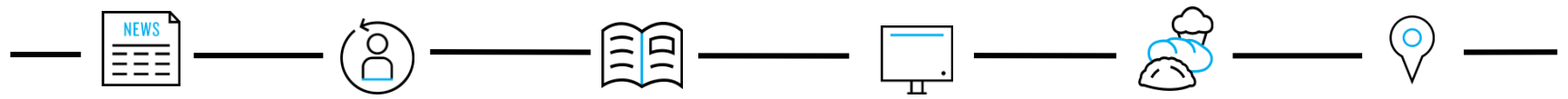
# Top Radio Stations – Last 1 Week

Wtd Nos	Last One Week		
'000s	2019Q1	2019Q2	2019Q3
<b>Mumbai</b>			
Radio Mirchi FM (98.3)	2712	2647	2719
Red FM (93.5)	2029	2042	2167
Big FM (92.7)	2169	2057	2033
Radio City (91.1)	1770	1716	1802
Fever FM (104.0)	2148	1884	1724
<b>Delhi</b>			
Radio Mirchi FM (98.3)	3717	3395	3189
Red FM (93.5)	3026	3092	2910
Big FM (92.7)	2906	2716	2561
Fever FM (104.0)	2351	2177	2042
Radio City (91.1)	2246	2138	1984



Wtd Nos	Last One Week			
	'000s	2019Q1	2019Q2	2019Q3
<b>Kolkata</b>				
Radio Mirchi FM (98.3)	1110	912	833	
AIR FM	775	707	635	
Akashvani	643	597	553	
Red FM (93.5)	613	523	489	
Big FM (92.7)	653	552	467	
<b>Chennai</b>				
Suryan FM (93.5)	1411	1354	1245	
Hello FM (106.4)	1081	1134	1188	
Radio Mirchi FM (98.3)	1203	1029	943	
Radio City (91.1)	973	779	703	
Big FM (92.7)	842	745	670	

Wtd Nos	Last One Week		
	2019Q1	2019Q2	2019Q3
'000s			
<b>Bangalore</b>			
<b>Big FM (92.7)</b>	2577	2553	2397
<b>Radio Mirchi FM (98.3)</b>	2001	2033	1905
<b>Radio City (91.1)</b>	1526	1617	1626
<b>Red FM (93.5)</b>	1399	1475	1357
<b>Fever FM (104.0)</b>	1207	1213	1144



**THANK YOU**