



# INDIAN READERSHIP SURVEY

## IRS 2019 Q4 RELEASE NOTES

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# 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 Q4 covered a sample of **327,661** households, across India. The sample was spread across Urban India (~ **214,357** households) and Rural India (~**113,304** households).

## FEATURES OF IRS

Key features of the study are:

1. **IRS Q4 2019 report** is a rolling average of 4 quarters of 2019 (December 2018 to March 2020).
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 February End, 2020.
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 Q4 reporting units are as follows -

- All India - Urban/Rural
- Individual States
- Socio-Cultural Regions (SCRs)
- 94 Independent & 101 Clustered Districts
- Population Strata at an All India level
- All towns with a population of 5 Lakh and above
- 2 towns with a population of 2 to 5 Lakh
- 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.



## Coverage and Reporting

IRS 2019 Q4 is reported at these breaks

- All India - Urban/Rural
- Individual States
- Socio-Cultural Regions (SCRs)
- 94 Independent & 101 Clustered Districts
- Population Strata at an All India level
- All towns with a population of 5 Lakh and above
- 2 towns with a population of 2 to 5 Lakh
- Delhi, Mumbai, Kolkata & Chennai being reported at zone level



INDIAN  
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SURVEY

## **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 – 94 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 Q4 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 Q4 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 Q4 data comprises 4 quarters data of 2019 (Q1 '19 + Q2'19 + Q3'19 + Q4'19). Note that this round release contains the more recent data collected and across quarters is essentially from 2019. Unlike earlier rounds there is no break in the data collection. Please consider the field work duration of previous report/s while comparing the data.

### b) Use of IRS 2019 Q4 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 Q4.
- 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 Q4 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 Q4.
- (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
  - (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 Q4 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 :**

### **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 had been adversely affected for the last reporting quarter, i.e. quarter 3 of 2019 (Q3 FW Period Aug'19 to November'19). This was because of political and administrative developments in the state. Nielsen had deployed a field force in J&K in this quarter to cover 2 quarters sample (Q3 and Q4 sample). We could cover only one quarter sample in this quarter and field work had to stop midway because of local challenges.

In consultation with the Tech Comm it has been decided that for IRS Q4 2019 reporting for J&K - Q4 '17 and 3 quarters sample of 2019 (Q1, Q2, Q4) will be utilized and projected to the updated universe.

### **3. Additional sample coverage in this quarter for reporting for the benefit of the end users**

On the request of IRS users, additional sample size was covered in IRS 2019 to enable some additional data reporting breaks.

Changes in District Clustering/ additional individual districts: 3 more individual reporting districts, following district reporting changes have been enabled in this round of data reporting. Please note that for data trending with previous rounds, the users need to merge the cells appropriately, following the scheme of district cluster definition, as mentioned in the table/ appendix:

2 additional reporting towns of population less than 5 lakh (as per Census 2011) added in Bihar. These are Muzaffarpur & Gaya

Additional sample in Punjab: In Ludhiana and Amritsar reporting towns, additional sample size has been covered in this quarter and hence has more coverage of this quarter in the aggregate annual reporting.

IRS 2019 Q3 - Old		IRS 2019 Q4 - New	
Bihar Cluster 14	Bhagalpur	Bihar Cluster 14a	Bhagalpur
	Katihar	Bihar Cluster 14b	Katihar
	Khagaria		Khagaria
	Banka*		Banka*
	Munger		Munger
	Jamui*		Jamui*
Haryana Cluster 2	Gurgaon & Faridabad	Haryana Cluster 2a	Gurgaon & Faridabad
	Rohtak	Haryana Cluster 2b	Rohtak
	Jhajjar		Jhajjar
	Rewari		Rewari
	Mewat		Mewat
	Palwal		Palwal
Andhra Pradesh Cluster 13	Prakasam	Andhra Pradesh Cluster 13a	Prakasam
	Sri Potti Sriramulu Nellore	Andhra Pradesh Cluster 13b	Sri Potti Sriramulu Nellore

# APPENDIX I

## Guidelines for Responsible use of IRS Data

### Statistical rules governing IRS 2019 Q4

#### IRS 2019 Q4 fieldwork period: *December 2018 to March 2020*

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 error<sup>1</sup> level for any reporting breaks with 90% confidence level for 10% incidence.

- Estimates for a title are suppressed if the unweighted 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 Q4 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.

## 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 Q4 data comprises 4 quarters data of 2019 (Q1 '19 + Q2'19 + Q3'19 + Q4'19).

Note that this round release contains the more recent data collected and across quarters is essentially from 2019. Unlike earlier rounds there is no break in the data collection. Please consider the field work duration of previous report/s while comparing the data.

### 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 %)	Associat ed 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
<b>Assam</b>	<b>Brahmaputra Valley- 2</b>	Dhemaji Dibrugarh Golaghat Jorhat Karbi Anglong Lakhimpur Sivasagar Tinsukia
	<b>Brahmaputra Valley- 3</b>	Darrang Kamrup Kamrup Metropolitan Morigaon Nagaon Nalbari Udalguri
	<b>Cachar (Surma Valley - Jorhachal)</b>	Cachar Dima Hasao Hailakandi Karimganj
<b>Bihar</b>	<b>Bhojpur-bihar</b>	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



		Karnal Kurukshetra Mewat Palwal Panchkula Panipat Rewari Rohtak Sonipat Yamunanagar
	<b>Western Haryana</b>	Bhiwani Fatehabad Hisar Mahendragarh Sirsa
<b>Himachal Pradesh</b>	<b>Himachal Pradesh</b>	Bilaspur Chamba Hamirpur Kangra Kinnaur Kullu Mandi Shimla Sirmaur Solan Una

State	SCR	District
<b>Jammu &amp; Kashmir</b>	<b>Kishtwar &amp; Jammu</b>	Doda Jammu Kathua Punch Rajouri Reasi Samba Udhampur
<b>Jharkhand</b>	<b>Jharkhand Hills</b>	Bokaro Deoghar Dhanbad Dumka Giridih



		Godda Jamtara Pakur Sahibganj
	<b>Jharkhand Plains- 1</b>	Gumla Lohardaga Pashchimi Singhbhum Purbi Singhbhum Saraikela-Kharsawan Simdega
	<b>Jharkhand Plains- 2</b>	Chatra Garhwa Hazaribagh Khunti Kodarma Latehar Palamu Ramgarh Ranchi

State	SCR	District
Karnataka	<b>Kannad- 1</b>	Dakshina Kannada Haveri Udupi Uttara Kannada
	<b>Kannad- 2</b>	Bagalkot Belgaum Bijapur Dharwad Gadag
	<b>Karnatak (Deccan)</b>	Bellary Bidar Gulbarga Koppal Raichur Yadgir
	<b>Malnad</b>	Chikmagalur Hassan Kodagu Shimoga
	<b>Old Mysore</b>	Bangalore



		Bangalore Rural Chamarajanagar Chikballapura Chitradurga Davanagere Kolar Mandya Mysore Ramanagara Tumkur
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State	SCR	District
<b>Kerala</b>	<b>Central Travancore</b>	Alappuzha Idukki Kottayam Pathanamthitta
	<b>Kochi (Central Kerala)</b>	Ernakulam Palakkad Thrissur
	<b>Malabar (North Kerala)</b>	Kannur Kasaragod Kozhikode Malappuram Wayanad
	<b>Travancore (South Kerala)</b>	Kollam Thiruvananthapuram
<b>Madhya Pradesh</b>	<b>Baselkhand</b>	Anuppur Panna Rewa Satna Shahdol Sidhi Singrauli Umria
	<b>Bhilistan - M.P.</b>	Alirajpur Barwani Dhar Jhabua Mandsaur Neemuch



		Ratlam West Nimar
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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
<b>Manipur</b>	<b>Manipur</b>	Bishnupur Chandel Churachandpur Imphal East Imphal West Senapati Tamenglong Thoubal Ukhrul
<b>Meghalaya</b>	<b>Meghalaya</b>	East Garo Hills East Khasi Hills Jaintia Hills Ribhoi South Garo Hills West Garo Hills West Khasi Hills
<b>Mizoram</b>	<b>Mizoram</b>	Aizawl Champhai Kolasib Lawngtlai Lunglei Mamit Saiha Serchhip

State	SCR	District
<b>Nagaland</b>	<b>Nagaland</b>	Mon Dimapur Kiphire Kohima Longleng Mokokchung Peren Phek



		Tuensang Wokha Zunheboto
<b>Nct Of Delhi</b>	<b>Delhi</b>	Delhi UA District Cluster
<b>Orissa</b>	<b>Coastal Orissa (Kalinga)</b>	Baleshwar Bhadrak Cuttack Jagatsinghapur Jajapur Kendrapara Khordha Nayagarh Puri
	<b>Dandekarnia</b>	Koraput Malkangiri Nabarangapur Rayagada
	<b>Gondwana - Orissa</b>	Bargarh Debagarh Jharsuguda Sambalpur Sundargarh

State	SCR	District
<b>Orissa</b>	<b>Orissa Hills &amp; Plateau- 2</b>	Anugul Baudh Dhenkanal Gajapati Ganjam Kandhamal Kendujhar Mayurbhanj Subarnapur
	<b>Orissa Hills &amp; Pleateau- 1</b>	Balangir Kalahandi Nuapada
<b>Punjab</b>	<b>Bisht Doab (Beas Sutlej) &amp; East Punjab</b>	Barnala Chandigarh Fatehgarh Sahib



		Hoshiarpur Jalandhar Ludhiana Patiala Rupnagar Sahibzada Ajit Singh Nagar Sangrur Shahid Bhagat Singh Nagar
	<b>North Punjab Plains</b>	Amritsar Gurdaspur Tarn Taran
	<b>South Punjab Plains</b>	Bathinda Faridkot Firozpur Kapurthala Mansa Moga Muktsar

State	SCR	District
<b>Rajasthan</b>	<b>Jaipur (Aravallis)</b>	Ajmer Dausa Jaipur Jhunjhunun Karauli Sawai Madhopur Sikar Tonk
	<b>Maru Pradesh (Marwar)- 1</b>	Jalor Jodhpur Pali
	<b>Maru Pradesh (Marwar)- 2</b>	Barmer Bikaner Churu Ganganagar Hanumangarh Jaisalmer Nagaur
	<b>Mewar- 1</b>	Banswara Chittaurgarh Dungarpur



		Pratapgarh
	<b>Mewar – 2</b>	Baran Bhilwara Bundi Jhalawar Kota Rajsamand Sirohi Udaipur
	<b>Mewat</b>	Alwar Bharatpur Dhaulpur

State	SCR	District
<b>Sikkim</b>	<b>Sikkim</b>	East District North District South District West District
<b>Tamil Nadu/Puducherry</b>	<b>Coimbatore</b>	Coimbatore Erode Namakkal Salem The Nilgiris Tiruppur
	<b>Madras</b>	Chennai UA District Cluster Cuddalore Dharmapuri Kancheepuram Krishnagiri Thiruvallur Tiruvannamalai Vellore Viluppuram
	<b>Madurai</b>	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	Bhudelkhand	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
	<b>Oudh-1- 1</b>	Bara Banki Hardoi Kheri Sitapur Unnao
	<b>Oudh-1- 2</b>	Fatehpur Kanpur Dehat Kanpur Nagar Lucknow Rae Bareli
	<b>Rohelkhand- 1</b>	Baghpat Gautam Buddha Nagar Ghaziabad Meerut Muzaffarnagar Saharanpur
	<b>Rohelkhand- 2</b>	Bareilly Bijnor Budaun Jyotiba Phule Nagar Moradabad Pilibhit Rampur Shahjahanpur

State	SCR	District
<b>Uttarakhand</b>	<b>Rohelkhand- 2</b>	Hardwar
	<b>Uttarkand</b>	Almora Bageshwar Chamoli Champawat Dehradun Garhwal Nainital Pithoragarh Rudraprayag Tehri Garhwal Udham Singh Nagar Uttarkashi
<b>West Bengal</b>	<b>Darjiling</b>	Darjiling



	Jalpaiguri Koch Bihar
<b>Duars</b>	Dakshin Dinajpur Maldah Uttar Dinajpur
<b>Ganga Delta</b>	Haora Hugli Kolkata UA District Cluster Murshidabad Nadia North Twenty Four arganas South Twenty Four arganas
<b>Rahr</b>	Bankura Barddhaman Birbhum Paschim Medinipur Purba Medinipur Puruliya

## ANNEXURE - II

### District/District Clusters Reported

- All the UAs which are spread into multiple districts are reported under main UA district.
- The remainder portion of the district, that the UA is not present in, is reported separately as a District/District cluster scheme mentioned in the pages below.
  - E.g:- Ahmadabad UA is spread across Ahmedabad district and Gandhinagar district. The portion of Ahmedabad UA which is spread into Gandhinagar district is reported under 'Gujarat - Ahmedabad District Cluster' (as main district for this UA is Ahmedabad) 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 – Ahmedabad UA District Cluster	Ahmedabad + 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 andancheepuram 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 13a	Prakasam
Andhra Pradesh Cluster 13b	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

<b>District/District Clusters</b>	<b>Districts</b>
Bihar Cluster 12	Gopalganj
	Siwan
Bihar Cluster 13	Bhojpur
	Buxar
	Kaimur (bhabua)
	Rohtas
Bihar Cluster 14a	Bhagalpur
Bihar Cluster 14b	Katihar
	Khagaria
	Banka*
	Munger
Bihar Cluster 15	Jamui*
	Begusarai
	Lakhisarai
	Sheikhpura
	Nalanda
	Nawada
	Jehanabad*
Bihar Cluster 16	Arwal
	Sheohar
Bihar Cluster 17	Sitamarhi
	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 2a	Gurgaon & Faridabad
Haryana Cluster 2b	Rohtak
	Jhajjar
	Rewari
	Mewat
	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
Karnataka Cluster 4	Dakshina Kannada
	Bagalkot
	Bijapur
	Gadag
Karnataka Cluster 5	Dharwad
	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



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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

<b>District/District Clusters</b>	<b>Districts</b>
Madhya Pradesh Cluster 2	Panna
	Satna
	Rewa
	Umaria
	Shahdol
	Anuppur
	Sidhi
	Singrauli
Madhya Pradesh Cluster 3	Neemuch
	Mandsaur
	Ratlam
	Dhar
	West Nimar
	Barwani
	Jhabua
	Alirajpur
Madhya Pradesh Cluster 4	Sheopur
	Morena
	Bhind
	Gwalior
	Datia
	Shivpuri
Tikamgarh	



	Chhatarpur
	Guna
	Ashoknagar
Madhya Pradesh Cluster 5	Jabalpur
	Dindori
	Mandla
	Seoni
	Balaghat
	Katni

District/District Clusters	Districts
Madhya Pradesh Cluster 6	Sagar
	Damoh
	Rajgarh
	Vidisha
	Raisen
Madhya Pradesh Cluster 7	Ujjain
	Shajapur
	Dewas
	Bhopal
	Sehore
Madhya Pradesh Cluster 8	Betul
	Harda
	Hoshangabad
	East Nimar
	Burhanpur
Madhya Pradesh Cluster 9	Narsimhapur
	Chhindwara
Maharashtra Individual 1	Mumbai UA District Cluster
Maharashtra Individual 2	Pune
Maharashtra Individual 3	Nashik
Maharashtra Individual 4	Thane
Maharashtra Individual 5	Ahmadnagar
Maharashtra Individual 6	Solapur
Maharashtra Individual 7	Jalgaon
Maharashtra Individual 8	Aurangabad Maharashtra
Maharashtra Individual 9	Nanded
Maharashtra Individual 10	Amravati
Maharashtra Individual 11	Satara
Maharashtra Cluster 12	Sindhudurg



	Kolhapur
	Sangli

District/District Clusters	Districts
Maharashtra Cluster 13	Nandurbar
	Dhule
Maharashtra Cluster 14	Raigarh
	Ratnagiri
Maharashtra Cluster 15	Hingoli
	Parbhani
	Jalna
	Bid
	Latur
	Osmanabad
Maharashtra Cluster 16	Gondiya
	Gadchiroli*
	Chandrapur
Maharashtra Cluster 17	Buldana
	Akola
	Washim
	Wardha
	Yavatmal
Maharashtra Cluster 18	Nagpur
	Bhandara
Manipur Cluster 1	Tamenglong
	Bishnupur
	Thoubal
	Imphal West
	Imphal East
	Imphal
Meghalaya Cluster 1	West Garo Hills
	East Garo Hills
	South Garo Hills
	West Khasi Hills
	Ribhoi
	East Khasi Hills
	Jaintia Hills



District/District Clusters	Districts
Mizoram Cluster 1	Mamit
	Kolasib
	Aizawl
	Champhai
	Serchhip
	Lunglei
	Lawngtlai
	Saiha
Nagaland Cluster 1	Zunheboto
	Wokha
	Dimapur
	Phek
	Tuensang
	Longleng
	Kiphire
	Kohima
	Mokokchung
	Mon
	Peren
NCT Of Delhi Individual 1	Delhi UA - District Cluster
Orissa Individual 1	Ganjam
Orissa Cluster 2	Baleshwar
	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
Sikkim Cluster 1	North District
	West District



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	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

<b>District/District Clusters</b>	<b>Districts</b>
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



Uttar Pradesh Cluster 23	Pilibhit
	Shahjahanpur
	Chandauli
	Sant Ravidas Nagar (bhadohi)
	Mirzapur
	Sonbhadra

District/District Clusters	Districts
Uttar Pradesh Cluster 24	Kaushambi
	Allahabad
Uttar Pradesh Cluster 25	Jalaun
	Jhansi
	Lalitpur
	Hamirpur
	Mahoba
	Banda
	Chitrakoot
Uttar Pradesh Cluster 26	Mahamaya Nagar
	Mathura
Uttar Pradesh Cluster 27	Firozabad
	Mainpuri
	Farrukhabad
	Kannauj
	Etawah
	Auraiya
	Etah
	Kanshiram Nagar
	Bulandshahr
Uttar Pradesh Cluster 28	Gautam Buddha Nagar
	Ghaziabad
Uttar Pradesh Cluster 29	Bahraich
	Shrawasti
	Balrampur
	Gonda
	Siddharthnagar
	Mahrajganj
	Kushinagar
Deoria	



District/District Clusters	Districts
Uttar Pradesh Cluster 30	Pratapgarh
	Sultanpur
Uttarakhand Individual 1	Hardwar
Uttarakhand Cluster 2	Uttarkashi
	Chamoli
	Rudraprayag
	Tehri Garhwal
	Dehradun
	Garhwal
	Pithoragarh
	Bageshwar
	Almora
	Champawat
	Nainital
Udham Singh Nagar	
West Bengal Individual 1	North Twenty Four Parganas
West Bengal Individual 2	South Twenty Four Parganas
West Bengal Individual 3	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



<b>DELHI UA</b>	
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
<b>MUMBAI UA</b>	
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
<b>KOLKATA UA</b>	
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
<b>CHENNAI UA</b>	
ZONE 1	Chennai MC
ZONE 2	Chennai – UA Components

## **ANNEXURE – III ZONES IN TOP 4 METROS**

## **ANNEXURE - IV EXCLUDED GEOGRAPHIES**



State	Excluded geographies (Districts)
<b>Arunachal Pradesh</b>	All
<b>Andaman &amp; Nicobar Islands</b>	All
<b>Bihar</b>	Rural part of Banka, Jamui and Jehanabad
<b>Chhattisgarh</b>	Rural part of Uttar Baster and Kanker, Baster, Dakshin Baster Dantewada , Bijapur and Narayanpur
<b>Himachal Pradesh</b>	Lahaul and Spiti
<b>Jammu &amp; Kashmir</b>	Kashmir region, Doda
<b>Lakshadweep</b>	All
<b>Maharashtra</b>	Rural part of Gadchiroli
<b>Manipur</b>	Senapati, Churachandpur, Ukhrul, Jirapting, and Jirapting
<b>Nagaland</b>	Mon, Mokokchung
<b>Orissa</b>	Kandhamal, Malkangiri and Rural part of Jajapati,, Nuapada, and Rayagada .

## ANNEXURE – V

Sample by Geography – HH

Reporting Unit	Variable	Households
State	All India	327661
State	Andhra Pradesh	14362
State	Assam	6343
State	Bihar	20997
State	Chhattisgarh	6741



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State	Goa	960
State	Gujarat	21498
State	Haryana	6600
State	Himachal Pradesh	1262
State	Jammu & Kashmir	1620
State	Jharkhand	8302
State	Karnataka	17941
State	Kerala	12769
State	Madhya Pradesh	16397
State	Maharashtra	37652
State	Manipur	924
State	Meghalaya	877
State	Mizoram	896
State	NCT Of Delhi	6924
State	Nagaland	966
State	Odisha	10176
State	Punjab	9699
State	Rajasthan	16194
State	Sikkim	947
State	Tamil Nadu	24433
State	Telangana	10702
State	Tripura	984
State	Uttar Pradesh	41500
State	Uttarakhand	3047
State	West Bengal	25948
State	Delhi with NCT	10984
State	UP without NCT	39530
State	Haryana without NCT	4510

Reporting Unit	Variable	Househo Ids
Urban / Rural	Urban	214357
Urban / Rural	Rural	113304
Zones	North	86846
Zones	East	84101
Zones	West	76507
Zones	South	80207
Pop Strata	Urban - Metro 50L+	42149
Pop Strata	Urban - Metro 15-50L	26866
Pop Strata	Urban - Metro 10-15L	24453
Pop Strata	Urban - 5-10L	40140



Pop Strata	Urban - 2-5L	18426
Pop Strata	Urban - 1-2L	17544
Pop Strata	Urban - Less than 1L	44779
Pop Strata	Rural - More than 5K	31478
Pop Strata	Rural - Less than 5K	81826
SCR	Andhra Pradesh - Andhra- 1	4850
SCR	Andhra Pradesh - Andhra- 2	5852
SCR	Andhra Pradesh - Rayalseema	3660
SCR	Assam - Brahmaputra Valley- 1	1940
SCR	Assam - Brahmaputra Valley- 2	1392
SCR	Assam - Brahmaputra Valley- 3	2227
SCR	Assam - Cachar (Surma Valley - Poorbachal)	784
SCR	Bihar - Bhojpur-Bihar	5854
SCR	Bihar - Bihar	7466
SCR	Bihar - Maithila	7677
SCR	Chattisgarh - Baselkhand-C.G	912
SCR	Chattisgarh - Chhatisagarh & Gondwana	5104
SCR	Chattisgarh - Dandekarnia- C.G	725
SCR	Goa - Goa (Maharashtra)	960
SCR	Gujarat - Bhilistan - Gujarat	1765
SCR	Gujarat - Gujarat Plains	12037
SCR	Gujarat - Konkan - G.J	818
SCR	Gujarat - Saurashtra (Kathiawar)	6878
SCR	Haryana - Eastern Haryana	5403
SCR	Haryana - Western Haryana	1197
SCR	Himachal Pradesh - Himachal Pradesh	1262
SCR	Jammu & Kashmir - Kishtwar & Jammu	1620
SCR	Jharkhand - Jharkhand Hills	3605
SCR	Jharkhand - Jharkhand Plains- 1	1828
SCR	Jharkhand - Jharkhand Plains- 2	2869
SCR	Karnataka - Kannad- 1	2091
SCR	Karnataka - Kannad- 2	3712
SCR	Karnataka - Karnatak (Deccan)	2752
SCR	Karnataka - Malnad	1049
SCR	Karnataka - Old Mysore	8445
SCR	Kerala - Central Travancore	1355
SCR	Kerala - Kochi (Central Kerala)	3505



SCR	Kerala - Malabar (North Kerala)	4770
SCR	Kerala - Travancore (South Kerala)	3139
SCR	Madhya Pradesh - Baselkhand- M.P.	1777
SCR	Madhya Pradesh - Bhilistan - M.P.	1612
SCR	Madhya Pradesh - Bhundelkhand - M.P.	3067
SCR	Madhya Pradesh - Gondwana - M.P.	2377
SCR	Madhya Pradesh - North Malwa- 1	1307
SCR	Madhya Pradesh - North Malwa- 2	4637
SCR	Madhya Pradesh - South Malwa- 1	1051
SCR	Madhya Pradesh - South Malwa- 2	850
SCR	Maharashtra - Desh (Western Ghat)- 1	8930
SCR	Maharashtra - Desh (Western Ghat)- 2	4504
SCR	Maharashtra - Khandesh	1836
SCR	Maharashtra - Konkan - M.H	10764
SCR	Maharashtra - Marathwada	4934
SCR	Maharashtra - Vidharba- 1	952
SCR	Maharashtra - Vidharba- 2	5624
SCR	Manipur - Manipur	924
SCR	Meghalaya - Meghalaya	877
SCR	Mizoram - Mizoram	896
SCR	Nagaland - Nagaland	966
SCR	NCT Of Delhi - Delhi	6924
SCR	Odisha - Coastal Odisha (Kalinga)	4157
SCR	Odisha - Dandekarnia- OR1	956
SCR	Odisha - Gondwana	1960
SCR	Odisha - Odisha Hills & Plateau- 1	879
SCR	Odisha - Odisha Hills & Plateau- 2	2224
SCR	Punjab - Bisht Doab (Beas Sutlej) & East Punjab	6402
SCR	Punjab - North Punjab Plains	1995
SCR	Punjab - South Punjab Plains	1302
SCR	Rajasthan - Jaipur (Aravallis)	5300
SCR	Rajasthan - Maru Pradesh (Marwar)- 1	2445
SCR	Rajasthan - Maru Pradesh (Marwar)- 2	3001
SCR	Rajasthan - Mewar- 1	1034
SCR	Rajasthan - Mewar- 2	3064
SCR	Rajasthan - Mewat	1350
SCR	Sikkim - Sikkim	947
SCR	Tamil Nadu - Coimbatore	6640



SCR	Tamil Nadu - Madras	8245
SCR	Tamil Nadu - Madurai	4131
SCR	Tamil Nadu - Pondicherry	1523
SCR	Tamil Nadu - Tanjore	3894
SCR	Telangana - Telangana- 1	1958
SCR	Telangana - Telangana- 2	8463
SCR	Tripura - Tripura	984
SCR	Uttar Pradesh - Bhojpur	7900
SCR	Uttar Pradesh - Bhundelkhand - U.P.	1906
SCR	Uttar Pradesh - Braj- 1	2261
SCR	Uttar Pradesh - Braj- 2	3970
SCR	Uttar Pradesh - Oudh - 2- 1	2427
SCR	Uttar Pradesh - Oudh - 2- 2	3559
SCR	Uttar Pradesh - Oudh-1- 1	2768
SCR	Uttar Pradesh - Oudh-1- 2	4759
SCR	Uttar Pradesh - Rohelkhand- 1	6228
SCR	Uttar Pradesh - Rohelkhand- 2	5722
SCR	Uttarakhand - Rohelkhand- 2	767
SCR	Uttarakhand - Uttarakhand	2280
SCR	West Bengal - Darjeeling	2643
SCR	West Bengal - Duars	1742
SCR	West Bengal - Ganga Delta	13707
SCR	West Bengal - Rahr	7856
District/District Cluster	Andhra Pradesh - District Cluster 12	1284
District/District Cluster	Andhra Pradesh - District Cluster 13a	746
District/District Cluster	Andhra Pradesh - District Cluster 13b	1444
District/District Cluster	Andhra Pradesh - Krishna UA District Cluster	1968
District/District Cluster	Andhra Pradesh - Y.S.R.	909
District/District Cluster	Andhra Pradesh - West Godavari	810
District/District Cluster	Andhra Pradesh - East Godavari	1004
District/District Cluster	Andhra Pradesh - Guntur	1694
District/District Cluster	Andhra Pradesh - Visakhapatnam	1752
District/District	Andhra Pradesh - Chittoor	962



Cluster		
District/District Cluster	Andhra Pradesh - Anantapur	895
District/District Cluster	Andhra Pradesh - Kurnool	894
District/District Cluster	Assam - District Cluster 2	1084
District/District Cluster	Assam - District Cluster 3	1392
District/District Cluster	Assam - District Cluster 4	2227
District/District Cluster	Assam - District Cluster 5	784
District/District Cluster	Assam - Sonitpur	856
District/District Cluster	Bihar - District Cluster 12	962
District/District Cluster	Bihar - District Cluster 13	1333
District/District Cluster	Bihar - District Cluster 14a	835
District/District Cluster	Bihar - District Cluster 14b	1013
District/District Cluster	Bihar - District Cluster 15	1726
District/District Cluster	Bihar - District Cluster 16	866
District/District Cluster	Bihar - District Cluster 17	1742
District/District Cluster	Bihar - Patna	2312
District/District Cluster	Bihar - Aurangabad	861
District/District Cluster	Bihar - Vaishali	848
District/District Cluster	Bihar - Purba Champaran	927
District/District Cluster	Bihar - Muzaffarpur	1659
District/District Cluster	Bihar - Gaya	1580
District/District Cluster	Bihar - Madhubani	851
District/District Cluster	Bihar - Samastipur	823
District/District Cluster	Bihar - Saran	844



District/District Cluster	Bihar - Pashchim Champaran	927
District/District Cluster	Bihar - Darbhanga	888
District/District Cluster	Chhattisgarh - District Cluster 1	3407
District/District Cluster	Chhattisgarh - District Cluster 4	912
District/District Cluster	Chhattisgarh - District Cluster 5	1697
District/District Cluster	Chhattisgarh - District Cluster 6	725
District/District Cluster	Delhi UA - District Cluster	6924
District/District Cluster	Goa - District Cluster 1	960
District/District Cluster	Gujarat - District Cluster 7	1765
District/District Cluster	Gujarat - District Cluster 8	2226
District/District Cluster	Gujarat - District Cluster 9	4116
District/District Cluster	Gujarat - Ahmedabad UA District Cluster	4698
District/District Cluster	Gujarat - Surat	2703
District/District Cluster	Gujarat - Vadodara	2410
District/District Cluster	Gujarat - Rajkot	1895
District/District Cluster	Gujarat - Dadra & Nagar Haveli	818
District/District Cluster	Gujarat - Kachchh	867
District/District Cluster	Himachal Pradesh - District Cluster 1	1262
District/District Cluster	Haryana - District Cluster 1	1197
District/District Cluster	Haryana - District Cluster 2a	2594
District/District Cluster	Haryana - District Cluster 2b	815
District/District Cluster	Haryana - District Cluster 3	1994
District/District Cluster	Jharkhand - District Cluster 2	3605
District/District Cluster	Jharkhand - District Cluster 3	1828



District/District Cluster	Jharkhand - District Cluster 4	1346
District/District Cluster	Jharkhand - Ranchi	1523
District/District Cluster	Jammu & Kashmir - District Cluster 1	1620
District/District Cluster	Karnataka - District Cluster 3	1983
District/District Cluster	Karnataka - District Cluster 4	2056
District/District Cluster	Karnataka - District Cluster 5	2752
District/District Cluster	Karnataka - District Cluster 6	1049
District/District Cluster	Karnataka - District Cluster 7	3650
District/District Cluster	Karnataka - Bangalore	4795
District/District Cluster	Karnataka - Belgaum	1656
District/District Cluster	Kerala - District Cluster 5	1355
District/District Cluster	Kerala - District Cluster 6	1884
District/District Cluster	Kerala - District Cluster 7	1833
District/District Cluster	Kerala - Malappuram	1459
District/District Cluster	Kerala - Thiruvananthapuram	1594
District/District Cluster	Kerala - District Cluster 3	1478
District/District Cluster	Kerala - Kollam	1545
District/District Cluster	Kerala - Ernakulam	1621
District/District Cluster	Maharashtra - District Cluster 12	2824
District/District Cluster	Maharashtra - District Cluster 13	888
District/District Cluster	Maharashtra - District Cluster 14	1010
District/District Cluster	Maharashtra - District Cluster 15	1895
District/District Cluster	Maharashtra - District Cluster 16	952
District/District Cluster	Maharashtra - District Cluster 17	1597



District/District Cluster	Maharashtra - District Cluster 18	2552
District/District Cluster	Maharashtra - Mumbai UA District Cluster	7069
District/District Cluster	Maharashtra - Amravati	1552
District/District Cluster	Maharashtra - Satara	884
District/District Cluster	Maharashtra - Pune	4617
District/District Cluster	Maharashtra - Nashik	2515
District/District Cluster	Maharashtra - Thane	2685
District/District Cluster	Maharashtra - Ahmednagar	914
District/District Cluster	Maharashtra - Solapur	1680
District/District Cluster	Maharashtra - Jalgaon	948
District/District Cluster	Maharashtra - Aurangabad - M.H	1578
District/District Cluster	Maharashtra - Nanded	1492
District/District Cluster	Meghalaya - District Cluster 1	877
District/District Cluster	Manipur - District Cluster 1	924
District/District Cluster	Madhya Pradesh - District Cluster 2	1496
District/District Cluster	Madhya Pradesh - District Cluster 3	1612
District/District Cluster	Madhya Pradesh - District Cluster 4	3067
District/District Cluster	Madhya Pradesh - District Cluster 5	2377
District/District Cluster	Madhya Pradesh - District Cluster 6	1307
District/District Cluster	Madhya Pradesh - District Cluster 7	3069
District/District Cluster	Madhya Pradesh - District Cluster 8	1051
District/District Cluster	Madhya Pradesh - District Cluster 9	850
District/District Cluster	Madhya Pradesh - Indore	1568
District/District Cluster	Mizoram - District Cluster 1	896



District/District Cluster	Nagaland - District Cluster 1	966
District/District Cluster	Odisha - District Cluster 2	4157
District/District Cluster	Odisha - District Cluster 3	956
District/District Cluster	Odisha - District Cluster 4	1960
District/District Cluster	Odisha - District Cluster 5	1323
District/District Cluster	Odisha - District Cluster 6	879
District/District Cluster	Odisha - Ganjam	901
District/District Cluster	Punjab - District Cluster 3	2688
District/District Cluster	Punjab - District Cluster 4	1995
District/District Cluster	Punjab - District Cluster 5	1302
District/District Cluster	Punjab - Ludhiana	1891
District/District Cluster	Punjab - Chandigarh	1823
District/District Cluster	Rajasthan - District Cluster 3	2165
District/District Cluster	Rajasthan - District Cluster 4	936
District/District Cluster	Rajasthan - District Cluster 5	928
District/District Cluster	Rajasthan - District Cluster 6	3001
District/District Cluster	Rajasthan - District Cluster 7	1034
District/District Cluster	Rajasthan - District Cluster 8	3064
District/District Cluster	Rajasthan - District Cluster 9	1350
District/District Cluster	Rajasthan - Jaipur	2199
District/District Cluster	Rajasthan - Jodhpur	1517
District/District Cluster	Sikkim - District Cluster 1	947
District/District Cluster	Tamil Nadu - District Cluster 10	1281
District/District Cluster	Tamil Nadu - District Cluster 11	1523



District/District Cluster	Tamil Nadu - District Cluster 6	3252
District/District Cluster	Tamil Nadu - District Cluster 7	1611
District/District Cluster	Tamil Nadu - District Cluster 8	2468
District/District Cluster	Tamil Nadu - District Cluster 9	3894
District/District Cluster	Tamil Nadu - Chennai UA District Cluster	4335
District/District Cluster	Tamil Nadu - Coimbatore	1711
District/District Cluster	Tamil Nadu - Vellore	1018
District/District Cluster	Tamil Nadu - Salem	1677
District/District Cluster	Tamil Nadu - Madurai	1663
District/District Cluster	Tripura - District Cluster 1	984
District/District Cluster	Telangana - District Cluster 5	1014
District/District Cluster	Telangana - District Cluster 6	848
District/District Cluster	Telangana - District Cluster 7	1178
District/District Cluster	Telangana - Hyderabad UA District Cluster	4187
District/District Cluster	Telangana - Karimnagar	944
District/District Cluster	Telangana - Mahbubnagar	812
District/District Cluster	Telangana - Warangal	1719
District/District Cluster	Uttarakhand - District Cluster 2	2280
District/District Cluster	Uttarakhand - Hardwar	767
District/District Cluster	Uttar Pradesh - District Cluster 15	929
District/District Cluster	Uttar Pradesh - District Cluster 16	1208
District/District Cluster	Uttar Pradesh - District Cluster 17	930
District/District Cluster	Uttar Pradesh - District Cluster 18	1068
District/District Cluster	Uttar Pradesh - District Cluster 19	892



District/District Cluster	Uttar Pradesh - District Cluster 20	1867
District/District Cluster	Uttar Pradesh - District Cluster 21	1352
District/District Cluster	Uttar Pradesh - District Cluster 22	1780
District/District Cluster	Uttar Pradesh - District Cluster 23	1186
District/District Cluster	Uttar Pradesh - District Cluster 24	1788
District/District Cluster	Uttar Pradesh - District Cluster 25	1906
District/District Cluster	Uttar Pradesh - District Cluster 26	751
District/District Cluster	Uttar Pradesh - District Cluster 27	2734
District/District Cluster	Uttar Pradesh - District Cluster 28	2733
District/District Cluster	Uttar Pradesh - District Cluster 29	2427
District/District Cluster	Uttar Pradesh - District Cluster 30	947
District/District Cluster	Uttar Pradesh - Lucknow	2000
District/District Cluster	Uttar Pradesh - Aligarh	1236
District/District Cluster	Uttar Pradesh - Bijnor	833
District/District Cluster	Uttar Pradesh - Saharanpur	1422
District/District Cluster	Uttar Pradesh - Kheri	770
District/District Cluster	Uttar Pradesh - Ghazipur	797
District/District Cluster	Uttar Pradesh - Agra	1510
District/District Cluster	Uttar Pradesh - Moradabad	1670
District/District Cluster	Uttar Pradesh - Bareilly	1439
District/District Cluster	Uttar Pradesh - Gorakhpur	1404
District/District Cluster	Uttar Pradesh - Azamgarh	831
District/District Cluster	Uttar Pradesh - Muzaffarnagar	721
District/District Cluster	Uttar Pradesh - Jaunpur	836



District/District Cluster	Uttar Pradesh - Varanasi	1533
District/District Cluster	West Bengal - District Cluster 16	1797
District/District Cluster	West Bengal - District Cluster 17	849
District/District Cluster	West Bengal - North Twenty Four Parganas	1183
District/District Cluster	West Bengal - Purba Medinipur	1022
District/District Cluster	West Bengal - Maldah	893
District/District Cluster	West Bengal - Birbhum	894
District/District Cluster	West Bengal - Bankura	918
District/District Cluster	West Bengal - Koch Bihar	846
District/District Cluster	West Bengal - Puruliya	861
District/District Cluster	West Bengal - South Twenty Four Parganas	1251
District/District Cluster	West Bengal - Barddhaman	3038
District/District Cluster	West Bengal - Haora	883
District/District Cluster	West Bengal - Hugli	911
District/District Cluster	West Bengal - Murshidabad	1225
District/District Cluster	West Bengal - Nadia	1045
District/District Cluster	West Bengal - Kolkata UA District Cluster	7209
District/District Cluster	West Bengal - Paschim Medinipur	1123
Reporting Towns	Agra UA	1029
Reporting Towns	Ahmedabad UA	4305
Reporting Towns	Ajmer UA	938
Reporting Towns	Aligarh UA	787
Reporting Towns	Allahabad UA	1018
Reporting Towns	Amravati (M Corp.)	946
Reporting Towns	Amritsar UA	1199
Reporting Towns	Asansol UA	1060
Reporting Towns	Aurangabad UA	1023



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Reporting Towns	Bangalore UA	4280
Reporting Towns	Bareilly UA	873
Reporting Towns	Belgaum UA	944
Reporting Towns	Bhavnagar UA	954
Reporting Towns	Bhiwandi UA	952
Reporting Towns	Bhopal UA	1025
Reporting Towns	Bhubaneswar UA	1207
Reporting Towns	Bikaner (M Corp.)	893
Reporting Towns	Bokaro Steel City UA	862
Reporting Towns	Chandigarh UA	1823
Reporting Towns	Chennai UA	4335
Reporting Towns	Coimbatore UA	1069
Reporting Towns	Cuttack UA	940
Reporting Towns	Dehradun UA	1129
Reporting Towns	Delhi UA	6924
Reporting Towns	Dhanbad UA	999
Reporting Towns	Durgapur UA	941
Reporting Towns	Durg-Bhilainagar UA	889
Reporting Towns	Erode UA	897
Reporting Towns	Faridabad (M Corp.)	1079
Reporting Towns	Firozabad (Npp)	695
Reporting Towns	Ghaziabad UA	987
Reporting Towns	Gorakhpur UA	877
Reporting Towns	Gulbarga UA	915
Reporting Towns	Guntur UA	936
Reporting Towns	Gurgaon UA	1011
Reporting Towns	Guwahati UA	1023
Reporting Towns	Gwalior UA	1046
Reporting Towns	Hubli-Dharwad (M Corp.)	955
Reporting Towns	Hyderabad UA	4187
Reporting Towns	Indore UA	1068
Reporting Towns	Jabalpur UA	1055
Reporting Towns	Jaipur (M Corp.)	1704
Reporting Towns	Jalandhar UA	867
Reporting Towns	Jammu UA	934
Reporting Towns	Jamnagar UA	927
Reporting Towns	Jamshedpur UA	991
Reporting Towns	Jhansi UA	774
Reporting Towns	Jodhpur UA	1001



**INDIAN  
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Reporting Towns	Kannur UA	1069
Reporting Towns	Kanpur UA	1373
Reporting Towns	Kochi UA	1061
Reporting Towns	Kolhapur UA	915
Reporting Towns	Kolkata UA	7209
Reporting Towns	Kollam UA	1032
Reporting Towns	Kota (M Corp.)	1025
Reporting Towns	Kozhikode UA	1012
Reporting Towns	Lucknow UA	1490
Reporting Towns	Ludhiana (M Corp.)	1297
Reporting Towns	Madurai UA	1105
Reporting Towns	Malappuram UA	994
Reporting Towns	Malegaon UA	874
Reporting Towns	Mangalore UA	890
Reporting Towns	Meerut UA	777
Reporting Towns	Moradabad (M Corp.)	899
Reporting Towns	Mumbai UA	7069
Reporting Towns	Mysore UA	1023
Reporting Towns	Nagpur UA	1735
Reporting Towns	Nanded Waghala (M Corp.)	936
Reporting Towns	Nashik UA	1079
Reporting Towns	Nellore UA	933
Reporting Towns	Noida (CT)	983
Reporting Towns	Patna UA	1634
Reporting Towns	Puducherry UA	1018
Reporting Towns	Pune UA	3840
Reporting Towns	Raipur UA	888
Reporting Towns	Rajkot UA	1079
Reporting Towns	Ranchi UA	1002
Reporting Towns	Raurkela UA	953
Reporting Towns	Saharanpur (M Corp.)	924
Reporting Towns	Salem UA	944
Reporting Towns	Sangali UA	897
Reporting Towns	Siliguri UA	903
Reporting Towns	Solapur (M Corp.)	967
Reporting Towns	Surat UA	2174
Reporting Towns	Thiruvananthapuram UA	1079
Reporting Towns	Thrissur UA	1021
Reporting Towns	Tiruchirappalli UA	1048



Reporting Towns	Tiruppur UA	1013
Reporting Towns	Ujjain (M Corp.)	865
Reporting Towns	Vadodara UA	1883
Reporting Towns	Varanasi UA	1016
Reporting Towns	Vasai Virar City (M Corp.)	1105
Reporting Towns	Vijayawada UA	1193
Reporting Towns	Visakhapatnam (GVMC)	1083
Reporting Towns	Warangal UA	1026
Other Reporting Towns (2 - 5 Lakh)		
Other Reporting Towns	Gaya	939
Other Reporting Towns	Muzaffarpur	930

## ANNEXURE - VI

### Sample by Geography – IND.

Reporting Unit	Variable	Individuals
State	All India	294070
State	Andhra Pradesh	12278
State	Assam	5818
State	Bihar	19094
State	Chhattisgarh	5806
State	Goa	801
State	Gujarat	19332
State	Haryana	5965
State	Himachal Pradesh	1178
State	Jammu & Kashmir	1503
State	Jharkhand	7430
State	Karnataka	16588
State	Kerala	11790
State	Madhya Pradesh	14519
State	Maharashtra	32242
State	Manipur	731
State	Meghalaya	792
State	Mizoram	768
State	NCT Of Delhi	6379
State	Nagaland	790



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State	Odisha	9506
State	Punjab	8818
State	Rajasthan	14442
State	Sikkim	894
State	Tamil Nadu	22545
State	Telangana	9668
State	Tripura	895
State	Uttar Pradesh	37298
State	Uttarakhand	2631
State	West Bengal	23569
State	Delhi with NCT	10042
State	UP without NCT	35506
State	Haryana without NCT	4094
Urban / Rural	Urban	190471
Urban / Rural	Rural	103599
Zones	North	78214
Zones	East	76093
Zones	West	66894
Zones	South	72869
Pop Strata	Urban - Metro 50L+	37365
Pop Strata	Urban - Metro 15-50L	23530
Pop Strata	Urban - Metro 10-15L	21474
Pop Strata	Urban - 5-10L	35973
Pop Strata	Urban - 2-5L	16214
Pop Strata	Urban - 1-2L	15640
Pop Strata	Urban - Less than 1L	40275
Pop Strata	Rural - More than 5K	28711
Pop Strata	Rural - Less than 5K	74888
SCR	Andhra Pradesh - Andhra- 1	4080
SCR	Andhra Pradesh - Andhra- 2	4920
SCR	Andhra Pradesh - Rayalseema	3278
SCR	Assam - Brahmaputra Valley- 1	1794
SCR	Assam - Brahmaputra Valley- 2	1292
SCR	Assam - Brahmaputra Valley- 3	2004
SCR	Assam - Cachar (Surma Valley - Poorbachal)	728
SCR	Bihar - Bhojpur-Bihar	5352
SCR	Bihar - Bihar	6655



SCR	Bihar - Maithila	7087
SCR	Chattisgarh - Baselkhand-C.G	772
SCR	Chattisgarh - Chhatisagarh & Gondwana	4423
SCR	Chattisgarh - Dandekarnia- C.G	611
SCR	Goa - Goa (Maharashtra)	801
SCR	Gujarat - Bhilistan - Gujarat	1623
SCR	Gujarat - Gujarat Plains	10738
SCR	Gujarat - Konkan - G.J	728
SCR	Gujarat - Saurashtra (Kathiawar)	6243
SCR	Haryana - Eastern Haryana	4872
SCR	Haryana - Western Haryana	1093
SCR	Himachal Pradesh - Himachal Pradesh	1178
SCR	Jammu & Kashmir - Kishtwar & Jammu	1503
SCR	Jharkhand - Jharkhand Hills	3232
SCR	Jharkhand - Jharkhand Plains- 1	1651
SCR	Jharkhand - Jharkhand Plains- 2	2547
SCR	Karnataka - Kannad- 1	1898
SCR	Karnataka - Kannad- 2	3475
SCR	Karnataka - Karnatak (Deccan)	2571
SCR	Karnataka - Malnad	999
SCR	Karnataka - Old Mysore	7687
SCR	Kerala - Central Travancore	1268
SCR	Kerala - Kochi (Central Kerala)	3231
SCR	Kerala - Malabar (North Kerala)	4318
SCR	Kerala - Travancore (South Kerala)	2973
SCR	Madhya Pradesh - Baselkhand- M.P.	1601
SCR	Madhya Pradesh - Bhilistan - M.P.	1439
SCR	Madhya Pradesh - Bhundelkhand - M.P.	2682
SCR	Madhya Pradesh - Gondwana - M.P.	2069
SCR	Madhya Pradesh - North Malwa- 1	1186
SCR	Madhya Pradesh - North Malwa- 2	4038
SCR	Madhya Pradesh - South Malwa- 1	971
SCR	Madhya Pradesh - South Malwa- 2	752
SCR	Maharashtra - Desh (Western Ghat)- 1	7664
SCR	Maharashtra - Desh (Western Ghat)- 2	4031
SCR	Maharashtra - Khandesh	1558
SCR	Maharashtra - Konkan - M.H	9083
SCR	Maharashtra - Marathwada	4288
SCR	Maharashtra - Vidharba- 1	810
SCR	Maharashtra - Vidharba- 2	4766
SCR	Manipur - Manipur	731
SCR	Meghalaya - Meghalaya	792



SCR	Mizoram - Mizoram	768
SCR	Nagaland - Nagaland	790
SCR	NCT Of Delhi - Delhi	6379
SCR	Odisha - Coastal Odisha (Kalinga)	3886
SCR	Odisha - Dandekarnia- OR1	858
SCR	Odisha - Gondwana	1865
SCR	Odisha - Odisha Hills & Plateau- 1	818
SCR	Odisha - Odisha Hills & Plateau- 2	2079
SCR	Punjab - Bisht Doab (Beas Sutlej) & East Punjab	5787
SCR	Punjab - North Punjab Plains	1836
SCR	Punjab - South Punjab Plains	1195
SCR	Rajasthan - Jaipur (Aravallis)	4651
SCR	Rajasthan - Maru Pradesh (Marwar)- 1	2161
SCR	Rajasthan - Maru Pradesh (Marwar)- 2	2663
SCR	Rajasthan - Mewar- 1	960
SCR	Rajasthan - Mewar- 2	2750
SCR	Rajasthan - Mewat	1257
SCR	Sikkim - Sikkim	894
SCR	Tamil Nadu - Coimbatore	6160
SCR	Tamil Nadu - Madras	7669
SCR	Tamil Nadu - Madurai	3762
SCR	Tamil Nadu - Pondicherry	1420
SCR	Tamil Nadu - Tanjore	3534
SCR	Telangana - Telangana- 1	1768
SCR	Telangana - Telangana- 2	7681
SCR	Tripura - Tripura	895
SCR	Uttar Pradesh - Bhojpur	7170
SCR	Uttar Pradesh - Bhundelkhand - U.P.	1705
SCR	Uttar Pradesh - Braj- 1	2002
SCR	Uttar Pradesh - Braj- 2	3564
SCR	Uttar Pradesh - Oudh - 2- 1	2247
SCR	Uttar Pradesh - Oudh - 2- 2	3205
SCR	Uttar Pradesh - Oudh-1- 1	2494
SCR	Uttar Pradesh - Oudh-1- 2	4169
SCR	Uttar Pradesh - Rohelkhand- 1	5599
SCR	Uttar Pradesh - Rohelkhand- 2	5143
SCR	Uttarakhand - Rohelkhand- 2	680
SCR	Uttarakhand - Uttarakhand	1951
SCR	West Bengal - Darjeeling	2489
SCR	West Bengal - Duars	1654
SCR	West Bengal - Ganga Delta	12343



SCR	West Bengal - Rahr	7083
District/District Cluster	Andhra Pradesh - District Cluster 12	1010
District/District Cluster	Andhra Pradesh - District Cluster 13a	602
District/District Cluster	Andhra Pradesh - District Cluster 13b	1329
District/District Cluster	Andhra Pradesh - Krishna UA District Cluster	1623
District/District Cluster	Andhra Pradesh - Y.S.R.	847
District/District Cluster	Andhra Pradesh - West Godavari	724
District/District Cluster	Andhra Pradesh - East Godavari	888
District/District Cluster	Andhra Pradesh - Guntur	1366
District/District Cluster	Andhra Pradesh - Visakhapatnam	1458
District/District Cluster	Andhra Pradesh - Chittoor	903
District/District Cluster	Andhra Pradesh - Anantapur	822
District/District Cluster	Andhra Pradesh - Kurnool	706
District/District Cluster	Assam - District Cluster 2	1008
District/District Cluster	Assam - District Cluster 3	1292
District/District Cluster	Assam - District Cluster 4	2004
District/District Cluster	Assam - District Cluster 5	728
District/District Cluster	Assam - Sonitpur	786
District/District Cluster	Bihar - District Cluster 12	896
District/District Cluster	Bihar - District Cluster 13	1168
District/District Cluster	Bihar - District Cluster 14a	753
District/District Cluster	Bihar - District Cluster 14b	916
District/District Cluster	Bihar - District Cluster 15	1586
District/District Cluster	Bihar - District Cluster 16	817



District/District Cluster	Bihar - District Cluster 17	1626
District/District Cluster	Bihar - Patna	2036
District/District Cluster	Bihar - Aurangabad	765
District/District Cluster	Bihar - Vaishali	768
District/District Cluster	Bihar - Purba Champaran	882
District/District Cluster	Bihar - Muzaffarpur	1497
District/District Cluster	Bihar - Gaya	1364
District/District Cluster	Bihar - Madhubani	818
District/District Cluster	Bihar - Samastipur	735
District/District Cluster	Bihar - Saran	771
District/District Cluster	Bihar - Pashchim Champaran	870
District/District Cluster	Bihar - Darbhanga	826
District/District Cluster	Chhattisgarh - District Cluster 1	2915
District/District Cluster	Chhattisgarh - District Cluster 4	772
District/District Cluster	Chhattisgarh - District Cluster 5	1508
District/District Cluster	Chhattisgarh - District Cluster 6	611
District/District Cluster	Delhi UA - District Cluster	6379
District/District Cluster	Goa - District Cluster 1	801
District/District Cluster	Gujarat - District Cluster 7	1623
District/District Cluster	Gujarat - District Cluster 8	2055
District/District Cluster	Gujarat - District Cluster 9	3739
District/District Cluster	Gujarat - Ahmedabad UA District Cluster	4139
District/District Cluster	Gujarat - Surat	2390
District/District Cluster	Gujarat - Vadodara	2154
District/District Cluster	Gujarat - Rajkot	1711



Cluster		
District/District Cluster	Gujarat - Dadra & Nagar Haveli	728
District/District Cluster	Gujarat - Kachchh	793
District/District Cluster	Himachal Pradesh - District Cluster 1	1178
District/District Cluster	Haryana - District Cluster 1	1093
District/District Cluster	Haryana - District Cluster 2a	2342
District/District Cluster	Haryana - District Cluster 2b	736
District/District Cluster	Haryana - District Cluster 3	1794
District/District Cluster	Jharkhand - District Cluster 2	3232
District/District Cluster	Jharkhand - District Cluster 3	1651
District/District Cluster	Jharkhand - District Cluster 4	1234
District/District Cluster	Jharkhand - Ranchi	1313
District/District Cluster	Jammu & Kashmir - District Cluster 1	1503
District/District Cluster	Karnataka - District Cluster 3	1856
District/District Cluster	Karnataka - District Cluster 4	1915
District/District Cluster	Karnataka - District Cluster 5	2571
District/District Cluster	Karnataka - District Cluster 6	999
District/District Cluster	Karnataka - District Cluster 7	3381
District/District Cluster	Karnataka - Bangalore	4306
District/District Cluster	Karnataka - Belgaum	1560
District/District Cluster	Kerala - District Cluster 5	1268
District/District Cluster	Kerala - District Cluster 6	1745
District/District Cluster	Kerala - District Cluster 7	1689
District/District Cluster	Kerala - Malappuram	1305
District/District Cluster	Kerala - Thiruvananthapuram	1491



District/District Cluster	Kerala - District Cluster 3	1324
District/District Cluster	Kerala - Kollam	1482
District/District Cluster	Kerala - Ernakulam	1486
District/District Cluster	Maharashtra - District Cluster 12	2561
District/District Cluster	Maharashtra - District Cluster 13	747
District/District Cluster	Maharashtra - District Cluster 14	862
District/District Cluster	Maharashtra - District Cluster 15	1641
District/District Cluster	Maharashtra - District Cluster 16	810
District/District Cluster	Maharashtra - District Cluster 17	1372
District/District Cluster	Maharashtra - District Cluster 18	2109
District/District Cluster	Maharashtra - Mumbai UA District Cluster	5943
District/District Cluster	Maharashtra - Amravati	1321
District/District Cluster	Maharashtra - Satara	787
District/District Cluster	Maharashtra - Pune	3987
District/District Cluster	Maharashtra - Nashik	2102
District/District Cluster	Maharashtra - Thane	2278
District/District Cluster	Maharashtra - Ahmednagar	788
District/District Cluster	Maharashtra - Solapur	1470
District/District Cluster	Maharashtra - Jalgaon	811
District/District Cluster	Maharashtra - Aurangabad - M.H	1344
District/District Cluster	Maharashtra - Nanded	1309
District/District Cluster	Meghalaya - District Cluster 1	792
District/District Cluster	Manipur - District Cluster 1	731
District/District Cluster	Madhya Pradesh - District Cluster 2	1382
District/District Cluster	Madhya Pradesh - District Cluster 3	1439



Cluster		
District/District Cluster	Madhya Pradesh - District Cluster 4	2682
District/District Cluster	Madhya Pradesh - District Cluster 5	2069
District/District Cluster	Madhya Pradesh - District Cluster 6	1186
District/District Cluster	Madhya Pradesh - District Cluster 7	2653
District/District Cluster	Madhya Pradesh - District Cluster 8	971
District/District Cluster	Madhya Pradesh - District Cluster 9	752
District/District Cluster	Madhya Pradesh - Indore	1385
District/District Cluster	Mizoram - District Cluster 1	768
District/District Cluster	Nagaland - District Cluster 1	790
District/District Cluster	Odisha - District Cluster 2	3886
District/District Cluster	Odisha - District Cluster 3	858
District/District Cluster	Odisha - District Cluster 4	1865
District/District Cluster	Odisha - District Cluster 5	1237
District/District Cluster	Odisha - District Cluster 6	818
District/District Cluster	Odisha - Ganjam	842
District/District Cluster	Punjab - District Cluster 3	2438
District/District Cluster	Punjab - District Cluster 4	1836
District/District Cluster	Punjab - District Cluster 5	1195
District/District Cluster	Punjab - Ludhiana	1705
District/District Cluster	Punjab - Chandigarh	1644
District/District Cluster	Rajasthan - District Cluster 3	1953
District/District Cluster	Rajasthan - District Cluster 4	818
District/District Cluster	Rajasthan - District Cluster 5	827
District/District Cluster	Rajasthan - District Cluster 6	2663



District/District Cluster	Rajasthan - District Cluster 7	960
District/District Cluster	Rajasthan - District Cluster 8	2750
District/District Cluster	Rajasthan - District Cluster 9	1257
District/District Cluster	Rajasthan - Jaipur	1880
District/District Cluster	Rajasthan - Jodhpur	1334
District/District Cluster	Sikkim - District Cluster 1	894
District/District Cluster	Tamil Nadu - District Cluster 10	1199
District/District Cluster	Tamil Nadu - District Cluster 11	1420
District/District Cluster	Tamil Nadu - District Cluster 6	3002
District/District Cluster	Tamil Nadu - District Cluster 7	1498
District/District Cluster	Tamil Nadu - District Cluster 8	2246
District/District Cluster	Tamil Nadu - District Cluster 9	3534
District/District Cluster	Tamil Nadu - Chennai UA District Cluster	4023
District/District Cluster	Tamil Nadu - Coimbatore	1571
District/District Cluster	Tamil Nadu - Vellore	949
District/District Cluster	Tamil Nadu - Salem	1587
District/District Cluster	Tamil Nadu - Madurai	1516
District/District Cluster	Tripura - District Cluster 1	895
District/District Cluster	Telangana - District Cluster 5	924
District/District Cluster	Telangana - District Cluster 6	768
District/District Cluster	Telangana - District Cluster 7	1018
District/District Cluster	Telangana - Hyderabad UA District Cluster	3755
District/District Cluster	Telangana - Karimnagar	844
District/District Cluster	Telangana - Mahbubnagar	760
District/District Cluster	Telangana - Warangal	1599



Cluster		
District/District Cluster	Uttarakhand - District Cluster 2	1951
District/District Cluster	Uttarakhand - Hardwar	680
District/District Cluster	Uttar Pradesh - District Cluster 15	860
District/District Cluster	Uttar Pradesh - District Cluster 16	1099
District/District Cluster	Uttar Pradesh - District Cluster 17	845
District/District Cluster	Uttar Pradesh - District Cluster 18	950
District/District Cluster	Uttar Pradesh - District Cluster 19	821
District/District Cluster	Uttar Pradesh - District Cluster 20	1607
District/District Cluster	Uttar Pradesh - District Cluster 21	1232
District/District Cluster	Uttar Pradesh - District Cluster 22	1616
District/District Cluster	Uttar Pradesh - District Cluster 23	1100
District/District Cluster	Uttar Pradesh - District Cluster 24	1601
District/District Cluster	Uttar Pradesh - District Cluster 25	1705
District/District Cluster	Uttar Pradesh - District Cluster 26	690
District/District Cluster	Uttar Pradesh - District Cluster 27	2430
District/District Cluster	Uttar Pradesh - District Cluster 28	2490
District/District Cluster	Uttar Pradesh - District Cluster 29	2247
District/District Cluster	Uttar Pradesh - District Cluster 30	846
District/District Cluster	Uttar Pradesh - Lucknow	1741
District/District Cluster	Uttar Pradesh - Aligarh	1134
District/District Cluster	Uttar Pradesh - Bijnor	738
District/District Cluster	Uttar Pradesh - Saharanpur	1204
District/District Cluster	Uttar Pradesh - Kheri	699
District/District Cluster	Uttar Pradesh - Ghazipur	705



District/District Cluster	Uttar Pradesh - Agra	1312
District/District Cluster	Uttar Pradesh - Moradabad	1497
District/District Cluster	Uttar Pradesh - Bareilly	1292
District/District Cluster	Uttar Pradesh - Gorakhpur	1260
District/District Cluster	Uttar Pradesh - Azamgarh	742
District/District Cluster	Uttar Pradesh - Muzaffarnagar	673
District/District Cluster	Uttar Pradesh - Jaunpur	783
District/District Cluster	Uttar Pradesh - Varanasi	1379
District/District Cluster	West Bengal - District Cluster 16	1673
District/District Cluster	West Bengal - District Cluster 17	818
District/District Cluster	West Bengal - North Twenty Four Parganas	1088
District/District Cluster	West Bengal - Purba Medinipur	882
District/District Cluster	West Bengal - Maldah	836
District/District Cluster	West Bengal - Birbhum	861
District/District Cluster	West Bengal - Bankura	879
District/District Cluster	West Bengal - Koch Bihar	816
District/District Cluster	West Bengal - Puruliya	811
District/District Cluster	West Bengal - South Twenty Four Parganas	1152
District/District Cluster	West Bengal - Barddhaman	2663
District/District Cluster	West Bengal - Haora	802
District/District Cluster	West Bengal - Hugli	860
District/District Cluster	West Bengal - Murshidabad	1146
District/District Cluster	West Bengal - Nadia	971
District/District Cluster	West Bengal - Kolkata UA District Cluster	6324
District/District Cluster	West Bengal - Paschim Medinipur	987



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Cluster		
Reporting Towns	Agra UA	887
Reporting Towns	Ahmedabad UA	3783
Reporting Towns	Ajmer UA	839
Reporting Towns	Aligarh UA	720
Reporting Towns	Allahabad UA	899
Reporting Towns	Amravati (M Corp.)	807
Reporting Towns	Amritsar UA	1097
Reporting Towns	Asansol UA	966
Reporting Towns	Aurangabad UA	869
Reporting Towns	Bangalore UA	3839
Reporting Towns	Bareilly UA	769
Reporting Towns	Belgaum UA	891
Reporting Towns	Bhavnagar UA	874
Reporting Towns	Bhiwandi UA	808
Reporting Towns	Bhopal UA	871
Reporting Towns	Bhubaneswar UA	1100
Reporting Towns	Bikaner (M Corp.)	805
Reporting Towns	Bokaro Steel City UA	767
Reporting Towns	Chandigarh UA	1644
Reporting Towns	Chennai UA	4023
Reporting Towns	Coimbatore UA	975
Reporting Towns	Cuttack UA	876
Reporting Towns	Dehradun UA	951
Reporting Towns	Delhi UA	6379
Reporting Towns	Dhanbad UA	898
Reporting Towns	Durgapur UA	767
Reporting Towns	Durg-Bhilainagar UA	770
Reporting Towns	Erode UA	840
Reporting Towns	Faridabad (M Corp.)	970
Reporting Towns	Firozabad (Npp)	613
Reporting Towns	Ghaziabad UA	890
Reporting Towns	Gorakhpur UA	784
Reporting Towns	Gulbarga UA	855
Reporting Towns	Guntur UA	744
Reporting Towns	Gurgaon UA	901
Reporting Towns	Guwahati UA	889
Reporting Towns	Gwalior UA	852
Reporting Towns	Hubli-Dharwad (M Corp.)	890
Reporting Towns	Hyderabad UA	3755
Reporting Towns	Indore UA	929



**INDIAN  
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Reporting Towns	Jabalpur UA	900
Reporting Towns	Jaipur (M Corp.)	1455
Reporting Towns	Jalandhar UA	782
Reporting Towns	Jammu UA	870
Reporting Towns	Jamnagar UA	837
Reporting Towns	Jamshedpur UA	891
Reporting Towns	Jhansi UA	672
Reporting Towns	Jodhpur UA	872
Reporting Towns	Kannur UA	977
Reporting Towns	Kanpur UA	1168
Reporting Towns	Kochi UA	973
Reporting Towns	Kolhapur UA	829
Reporting Towns	Kolkata UA	6324
Reporting Towns	Kollam UA	990
Reporting Towns	Kota (M Corp.)	865
Reporting Towns	Kozhikode UA	919
Reporting Towns	Lucknow UA	1283
Reporting Towns	Ludhiana (M Corp.)	1140
Reporting Towns	Madurai UA	1015
Reporting Towns	Malappuram UA	899
Reporting Towns	Malegaon UA	723
Reporting Towns	Mangalore UA	832
Reporting Towns	Meerut UA	704
Reporting Towns	Moradabad (M Corp.)	805
Reporting Towns	Mumbai UA	5943
Reporting Towns	Mysore UA	943
Reporting Towns	Nagpur UA	1428
Reporting Towns	Nanded Waghala (M Corp.)	799
Reporting Towns	Nashik UA	903
Reporting Towns	Nellore UA	849
Reporting Towns	Noida (CT)	902
Reporting Towns	Patna UA	1416
Reporting Towns	Puducherry UA	949
Reporting Towns	Pune UA	3319
Reporting Towns	Raipur UA	717
Reporting Towns	Rajkot UA	954
Reporting Towns	Ranchi UA	847
Reporting Towns	Raurkela UA	903
Reporting Towns	Saharanpur (M Corp.)	761
Reporting Towns	Salem UA	890
Reporting Towns	Sangali UA	824
Reporting Towns	Siliguri UA	841



Reporting Towns	Solapur (M Corp.)	841
Reporting Towns	Surat UA	1915
Reporting Towns	Thiruvananthapuram UA	1007
Reporting Towns	Thrissur UA	938
Reporting Towns	Tiruchirappalli UA	946
Reporting Towns	Tiruppur UA	925
Reporting Towns	Ujjain (M Corp.)	733
Reporting Towns	Vadodara UA	1657
Reporting Towns	Varanasi UA	904
Reporting Towns	Vasai Virar City (M Corp.)	935
Reporting Towns	Vijayawada UA	969
Reporting Towns	Visakhapatnam (GVMC)	900
Reporting Towns	Warangal UA	973
Other Reporting Towns (2 - 5 Lakh)		
Other Reporting Towns	Gaya	818
Other Reporting Towns	Muzaffarpur	797

## 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 Q4 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 Q4 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.  $\text{Percent Coverage} = (\text{Audience} / \text{Total Population})$

**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.  $\text{Average Frequency} = \text{Gross Impressions}(000) / \text{Net Reach}(000)$  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)**

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**



## INDIAN READERSHIP SURVEY

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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