

IRS 2012 Q4 Topline Findings

IRS

Indian Readership Survey

World's largest Survey



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Growth: Literacy & Media Consumption

	2012 Q2	2012 Q3	2012 Q4	% CAGR (2012 Q2-2012 Q4)
Literacy	649715	656259	661772	3.7
Any Media	647036	653824	659844	4.0
Press	352004	353338	353409	0.8
TV	563435	571426	578011	5.2
C&S	488642	499437	509821	8.9
Radio	158165	159820	159699	1.9
Cinema	79258	81406	83724	11.6
Internet	39944	42322	44521	24.2

(All figures in '000)



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Growth in Living Standards

Distribution of HHs by HPI Percentile (index to 1000)

HPI	2012 Q2	2012 Q3	2012 Q4	% CAGR (2012 Q2-2012 Q4)
0 – 5	121266	119478	118138	-5.1
6 – 10	48429	49612	50389	8.3
11 – 20	35076	35953	36639	9.1
21 – 30	10676	10834	11108	8.3
31 – 50	9665	9713	9964	6.3
51 – 70	3180	3251	3269	5.7
71 – 100	4665	5008	5395	33.7
101 – 150	2634	2737	2793	12.4
151 – 200	1621	1682	1704	10.5
200 +	3177	3304	3361	11.9
Average HPI	17.3	17.8	18.1	9.1

- Household Premiumness Index (HPI) is a composite of 50 variables, including demographics, product ownership / usage & services.
- It is an indicator of 'Living Standard'.
- It is a continuous variable which lets you define your target group more finely.

(All figures in '000)



TOP 10 PUBLICATIONS



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Top 10 Publications

Publication	Language	Periodicity	2012 Q3	2012 Q4
Dainik Jagran	Hin	D	16474	16370
Dainik Bhaskar	Hin	D	14491	14416
Hindustan	Hin	D	12242	12246
Malayala Manorama	Mal	D	9752	9760
Amar Ujala	Hin	D	8536	8434
The Times Of India	Eng	D	7653	7615
Daily Thanthi	Tam	D	7417	7334
Lokmat	Mar	D	7409	7313
Rajasthan Patrika	Hin	D	6818	6837
Mathrubhumi	Mal	D	6415	6334

(AIR numbers; All figures in '000)



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Top 10 Dailies

Publication	Language	Periodicity	2012 Q3	2012 Q4
Dainik Jagran	Hin	D	16474	16370
Dainik Bhaskar	Hin	D	14491	14416
Hindustan	Hin	D	12242	12246
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Mathrubhumi	Mal	D	6415	6334

(AIR numbers; All figures in '000)



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Top 10 Magazines

Publication	Language	Periodicity	2012 Q3	2012 Q4
Vanitha	Mal	F	2271	2153
Pratiyogita Darpan	Hin	M	1894	1902
SamanyaGyan Darpan	Hin	M	1733	1774
India Today	Eng	W	1526	1480
Saras Salil	Hin	F	1351	1312
Meri Saheli	Hin	M	1205	1158
Karmakshetra	Ben	W	1183	1105
Cricket Samrat	Hin	M	1044	1024
Malayala Manorama	Mal	W	1053	1008
General Knowledge Today	Eng	M	1047	993

(AIR numbers; All figures in '000)



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DAILIES



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Top 10 Hindi Dailies

Publication	2012 Q3	2012 Q4
Dainik Jagran	16474	16370
Dainik Bhaskar	14491	14416
Hindustan	12242	12246
Amar Ujala	8536	8434
Rajasthan Patrika	6818	6837
Punjab Kesari	3364	3323
Prabhat Khabar	2761	2859
Navbharat Times	2639	2633
Patrika	2051	2068
Nai Dunia	1553	1358

(AIR numbers; All figures in '000)



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Top 10 English Dailies

Publication	2012 Q3	2012 Q4
The Times Of India	7653	7615
Hindustan Times	3786	3820
The Hindu	2258	2164
The Telegraph	1254	1265
Deccan Chronicle	1051	1020
DNA	962	972
Mumbai Mirror	807	819
The Economic Times	753	735
The Tribune	653	671
The New Indian Express	664	652

(AIR numbers; All figures in '000)



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Top 10 Language Dailies

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Malayala Manorama	Mal	9752	9760
Daily Thanthi	Tam	7417	7334
Lokmat	Mar	7409	7313
Mathrubhumi	Mal	6415	6334
Eenadu	Tel	5957	5972
Ananda Bazar Patrika	Ben	5788	5750
Sakshi	Tel	5343	5379
Gujarat Samachar	Guj	5153	5114
Dinakaran	Tam	4912	4816
Daily Sakal	Mar	4403	4469

(AIR numbers; All figures in '000)



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MAGAZINES



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Saras Salil	F	1351	1312
Meri Saheli	M	1205	1158
Cricket Samrat	M	1044	1024
India Today	W	966	988
Grih shobha	F	873	866
Grehlakshmi	M	909	865
Champak	F	725	705
Vanitha	M	702	668

(AIR numbers; All figures in '000)



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India Today	W	1526	1480
General Knowledge Today	M	1047	993
Readers Digest	M	1016	958
Competition Success Review	M	703	670
Outlook	W	474	451
Pratiyogita Darpan	M	417	431
The Week	W	424	414
Stardust	M	420	406
Business Today	F	406	403
Wisdom	M	346	334

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Karmakshetra	Ben	W	1183	1105
Malayala Manorama	Mal	W	1053	1008
Karmasangsthaan	Ben	W	996	969
Mathrubhumi Thozhil Vartha	Mal	W	745	830
Kumudam	Tam	W	821	771
Balarama	Mal	W	778	717
Saptahik Bartaman	Ben	W	723	702
Mathrubhumi Arogya Masika	Mal	M	740	685
Sananda	Ben	F	621	630

(AIR numbers; All figures in '000)



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