

INDIAN READERSHIP SURVEY

IRS 2014 RELEASE NOTES

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INTRODUCTION TO IRS

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

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

The key information areas covered :

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

IRS targets to cover a sample of 235,000 households, across India. The sample was spread across Urban India (~ 160,000 households) and Rural India (~ 75,000 households).

INTRODUCTION TO IRS

FEATURES OF IRS

Key features of the study are :

- 1. Population Projection** – Govt. of India has released The Census of India 2011, which has been used to create updated population projection estimates. This is a significant update, to correctly reflect changes in population from the previous Census (2001).
- 2. Introduction of 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.
- 3. Addition of North-Eastern States** – Previously, only Assam was reported in the IRS. We have now included Sikkim, Meghalaya, Manipur, Mizoram, Nagaland and Tripura. This offers new insights into Readership, Media Consumption and Demographics of North-East India.
- 4. FMCG purchase cycle** – FMCG items are purchased or consumed by different patterns depending on whether they are used by the entire household or by individuals. We have now ensured that all household items are measured on ‘Purchase in last 3 months or Last 1 Year’. And similarly, all individual items are measured on ‘Consumption in last 1/6 months’. Categories for individual consumption are classified into different buckets of consumption cycle.
- 5. Increased Reporting Units**
 - District level reporting was initiated in IRS 2013, and continues in IRS 2014. 92 Independent & 99 Clustered Districts
 - All 5L+ towns are reported separately.
 - Reporting Andhra Pradesh and Telangana as two separate states.

INTRODUCTION TO IRS

FEATURES OF IRS

- 6. Reference period for capturing Media Consumption** – Each medium is measured for consumption within a specific period. These are –
 1. Print – Read a newspaper in last one month or read a magazine in last 1 year
 2. Television – Watched TV in the last 1 month
 3. Radio – Listened to Radio in the last 1 month
 4. Cinema – Watched Cinema in the last 6 months
 5. Internet – Accessed the Internet in the last 12 months

- 7. Only Average Issue Readership (AIR) estimate is reported for the Readership of publications.** (AIR definition – page no. 97)

- 8. No edition wise reporting** - Readership for publications would no longer be reported by editions. However, district/district cluster and five lakh plus towns’ reporting is available for analyzing data at granular level

- 9. The old Socio-Economic Classification system for households has been retired** and only the new system of classification termed as the National Consumer Classification System (NCCS) will be reported in all future rounds of the IRS

- 10. 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.

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 –. Information in the household section is focussed on all household details from the 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.

IRS METHODOLOGY

Data Capture

We have introduced DS-CAPI (Dual-Screen Computer Assisted Personal Interview) as a new 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 2014 is reported at these breaks

- All India - Urban/Rural
- Individual States
- Socio-Cultural Regions (SCRs)
- 92 Independent & 99 Clustered Districts
- Population Strata at an All India level
- All towns with a population of 5 Lakh and above
- Delhi, Mumbai & Kolkata – reported zonally (4 zones in each city)

Socio-Cultural Regions reported are available on Page number [12](#)

Delhi, Mumbai and Kolkata Zones reported are available on Page number [52](#)

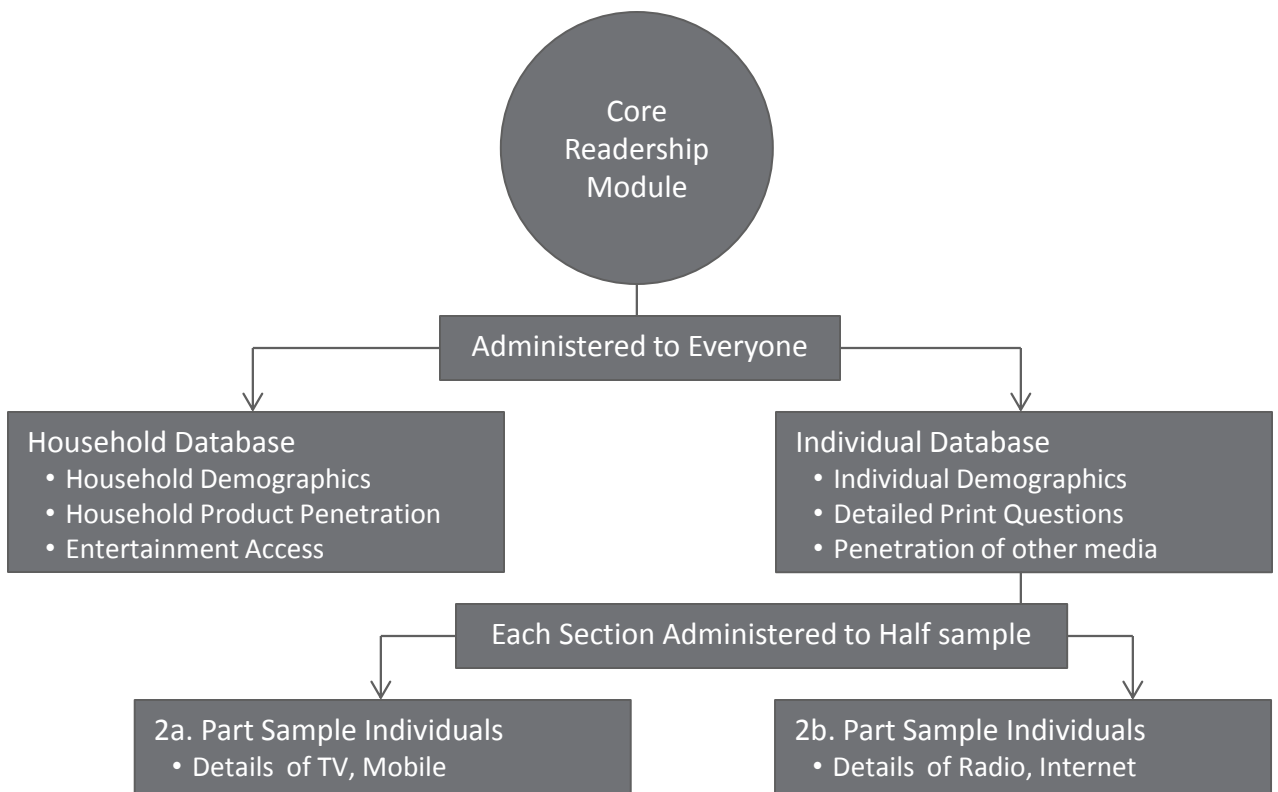
IRS METHODOLOGY

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



IRS METHODOLOGY

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.
- **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.
- **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.
- **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.

IRS METHODOLOGY

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 – 92 Individual districts & 99 Clustered Districts

The reference guide of District and District Clusters reported is provided on page number [32](#)

IRS 2014

CHANGES TO IRS 2014 VERSUS IRS 2013

1. Splitting Andhra Pradesh into Telangana and Andhra Pradesh

- Post creation of Telangana as new state, we are also reporting Andhra Pradesh and Telangana as two separate states for the benefit of IRS users. IRS district and district clusters have been classified between the two states as per government classification. Please note the classification and nomenclature of IRS 2013 district/ district clusters of AP versus this IRS 2014 reporting scheme:

Old District Cluster Name	New District Cluster Name
Andhra Pradesh - District Cluster 14	Telangana - District Cluster 14
Andhra Pradesh - District Cluster 15	Telangana - District Cluster 15
Andhra Pradesh - Hyderabad	Telangana - Hyderabad
Andhra Pradesh - Karimnagar	Telangana - Karimnagar
Andhra Pradesh - Mahbubnagar	Telangana - Mahbubnagar
Andhra Pradesh - Warangal	Telangana - Warangal

- While trending IRS 2014 data versus IRS 2013 data at district level, please refer the above scheme and to trend the data at state level club Telangana and AP of IRS 2014 report to compare it with AP of IRS 2013.

IRS 2014

CHANGES TO IRS 2014 VERSUS IRS 2013

2. Revision in projected population for few markets

- In few markets (mentioned below) the base data used for population projection has been revised for IRS 2014 reporting.
- The reason for updating the base data is the difference in administrative definition of few towns/Urban Agglomerations (UA) between Census 2001 and 2011. As a principle, we have used the Census 2011 definition of towns/UAs for mapping all towns/UAs between Census 2001 and 2011, to get the most updated population estimates for IRS data reporting.
- In few cases, erstwhile UAs in 2001 have become Municipal Corporation/Municipality in 2011. Hence, on revision of the population projection scheme, we needed to update the population of these towns/UAs basis Census 2001 (instead of Census 2011 definition) as an exception to our rule, in order to get the most accurate and updated population estimates. Note that the sources of the base data remain Census 2001 and 2011. Below are the affected towns/UAs:
 - Dhanbad (Jharkhand)
 - Jamnagar (Gujarat)
 - Begusarai (Bihar)
 - Firozabad (Uttar Pradesh)
 - Kolhapur (Maharashtra)
 - Jabalpur (Madhya Pradesh)
- For Kozhikode district of Kerala, an additional pop strata of <1L has been considered in IRS 2014 sampling and reporting, which was not there at the time of IRS 2013 sampling the required info was not available from Census 2011. This also leads to a minor change in the estimated population of Kozhikode.

In view of the above mentioned changes, please note the following:

- The change in population while referring the data of above mentioned towns/UAs.
- The absolute estimates would not be comparable versus last time for these geographies and hence we recommend to refer the proportion (%) data for any data trending exercise.

RESPONSIBLE USE OF IRS DATA

Points to consider while analyzing IRS data

IRS 2014 fieldwork period: July 2013 to April 2014

Usage of data

IRS data can only be used post subscription. Any divergence from this may 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

RESPONSIBLE USE OF IRS DATA

Points to consider while analyzing IRS data

Comparisons with previous rounds

Considering the adoption of the new methodology, it would not be right to compare the results between the previous IRS rounds and the one starting with IRS 2013. For more information on the changes in methodology you could refer to Introduction to IRS (Page No. 4) and IRS Methodology (Page No.6)

However, IRS 2014 data can be compared/ trended versus IRS 2013.

Reading Household Consumer Goods and Durables Penetration

Durables ownership and purchase of consumer goods is captured at an 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.

Please refer appendix page no. 94 & 95 for detailed information areas captured at householder and individual level

RESPONSIBLE USE OF IRS DATA

Points to consider while analyzing/trending IRS data

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:

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)

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.

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

RESPONSIBLE USE OF IRS DATA

Points to consider while analyzing/trending IRS data

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 estimate lies 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:

1. To understand Margin of Error in sampling and associated estimate range

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

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

RESPONSIBLE USE OF IRS DATA

Example from IRS 2014

2. To understand:

- Readership estimate with associated estimate range and
- Whether the difference in estimates, in two rounds, is statistically significant or not

Readership estimate for top 3 publications of Gujarat- Gujarat Samachar, Sandesh and Divya Bhaskar

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

In Gujarat	IRS 2013 Estimate	IRS 2014 Estimate
Gujarat Samachar		
AIR Estimates ('000)	3689 UL- 3910 & LL-3468	3981 UL- 4213 & LL-3749
Sandesh		
AIR Estimates ('000)	3724 UL- 3946 & LL-3502	3849 UL- 4078 & LL-3620
Divya Bhaskar		
AIR Estimates ('000)	3753 UL- 3976 & LL-3530	3559 UL- 3780 & LL-3338
<i>UL: Signifies upper confidence limit of AIR estimate</i>		
<i>LL: Signifies lower confidence limit of AIR estimate</i>		

This means:

- there is a 90% chance that the actual readership of Gujarat Samachar (In IRS 2013) lies anywhere between 3,468,000 and 3,910,000; similarly the data needs to be read for other data points.
- No statistically significant difference, at 90% confidence level, in the readership estimates of Gujarat Samachar, Sandesh and Divya Bhaskar in IRS 2014 versus IRS 2013. (To conduct Significance Test, please refer the Significant Test Worksheet on MRUC website)

RESPONSIBLE USE OF IRS DATA

Example from IRS 2014

3. To understand:

- Readership estimate with associated estimate range and
- Whether the difference in estimates, in two rounds, is statistically significant or not

Readership estimate for top 3 publications of Madhya Pradesh- Dainik Bhaskar, Patrika and Nai Dunia

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

In Madhya Pradesh	IRS 2013 Estimate	IRS 2014 Estimate
Dainik Bhaskar		
AIR Estimates ('000)	3994 UL- 4253 & LL-3735	4673 UL- 4955 & LL-4391
Patrika		
AIR Estimates ('000)	4326 UL- 4595 & LL-4057	4320 UL- 4592 & LL-4048
Nai Dunia		
AIR Estimates ('000)	717 UL- 830 & LL-604	815 UL- 937 & LL-693
<i>UL: Signifies upper confidence limit of AIR estimate</i>		
<i>LL: Signifies lower confidence limit of AIR estimate</i>		

This means:

- there is a 90% chance that the actual readership of Dainik Bhaskar (In IRS 2013) lies anywhere between 3,735,000 and 4,253,000; similarly the data needs to be read for other data points.
- Statistically significant increase in the readership estimate of Dainik Bhaskar in IRS 2014 versus IRS 2013 and no significant difference in the readership estimate of Patrika and Nai Dunia in IRS 2014 versus IRS 2013, at 90% confidence level.
(To conduct Significance Test, please refer the Significant Test Worksheet on MRUC website)

TRENDS IN MEDIA CONSUMPTION AND FACTORS FOR CHANGE

IRS 2014

Media consumption across the different media platforms has seen an increase in IRS 2014 versus IRS 2013. The below table shows the increase in media consumption by key platforms:

Estimates ('000)	IRS 2013	IRS 2014	Change
Print - Any Publication AIR	173,802	181,269	7,467
Television L1M viewership	602,620	621,118	18,498
Radio Listenership in L1M	83,680	98,967	15,287
Internet consumption in L1Y	50,672	58,518	7,846

One factor which positively affects all media consumption is the dynamic market scenario of the country during the period of IRS 2014. January to April 2014 coincided with the run up to the General Elections of 2014. This created the need for information among media consumers: the need to get access to latest local and national political news. During this time all media vehicles attempted to cater to this need of consumers. It is commonly observed that all media consumption in general and print in particular see an increase in such a period, as print is uniquely positioned to cater to latest national, regional and local political news.

Now, let's analyse other factors for growth for each media:

Print

1) Growth is led by Hindi & Regional publications

The below table shows the increase in readership by key language:

Readership ('000)	IRS 2013	IRS 2014	Change
Any Daily	165,878	172,162	6,284
Any Hindi Daily	67,121	70,745	3,624
Any English Daily	15,449	16,046	597
Regional Daily	90,430	92,949	2,519

TRENDS IN MEDIA CONSUMPTION AND DRIVERS

IRS 2014

The absolute increase in readership is seen in Hindi (36 lakh additional readers) and in regional publications' readership (25 lakh additional readers). The increase in readership is seen across the board barring a few states.

On the other hand, increase in English publications readership contribute to just 10% of increase in readership of dailies.

2) Growth is led by rural & smaller towns

The below table shows the change in readership across pop strata:

Absolute change ('000) <i>(IRS 2014 V/s IRS 2013)</i>	All India	>5L Towns	<5L Towns	Rural
Any Daily	6,284	1,047	2,052	3,185
Any Hindi Daily	3,624	297	850	2,477
Any English Daily	597	435	8	152
Regional Daily	2,519	612	1,246	660

The absolute increase in readership is seen in these markets –

- 31.9L additional readers in Rural
 - 24.8L additional Hindi readers in Rural
 - 6.6L additional Vernacular readers in Rural
- 12.5L additional Vernacular readers in Smaller town

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

Television

The below table shows the change in viewership across pop strata:

Absolute change ('000) <i>(IRS 2014 V/s IRS 2013)</i>	All India	>5L Towns	<5L Towns	Rural
TV Viewership	18,498	241	2,703	15,554

Rural India is the key contributor to this growth followed by less than 5 lakh towns. An increase is seen in Household TV ownership-additional 25.3L households in rural and additional 15.5L households in urban India

TRENDS IN MEDIA CONSUMPTION AND DRIVERS

IRS 2014

Radio & Internet

The below table shows the change across pop strata:

Absolute change ('000) (IRS 2014 V/s IRS 2013)	All India	>5L Towns	<5L Towns	Rural
Radio	15,287	3,286	1,911	10,090
Internet	7,846	2,510	1,380	3,954

Rural India is the key contributor for the growth for both Radio and Internet, followed by >5L towns. Mobile, which is a key factor for consumption of these media, has grown by 19.9L users.

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

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

ANNEXURE - I

SCR REPORTED

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

SCR REPORTED

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

SCR REPORTED

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

SCR REPORTED

State	SCR	District
Chhatisgarh	Baselkhand	Koriya Surguja
	Chhatisgarh & Gondwana- 1	Rajnandgaon
	Chhatisgarh & Gondwana- 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
Gujurat	Bhilistan - Gujarat	Banas Kantha Dohad Mahesana Panch Mahals Sabar Kantha

SCR REPORTED

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

SCR REPORTED

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

SCR REPORTED

State	SCR	District
Jammu & Kashmir	Kishtwar & Jammu	Doda Jammu Kathua Punch Rajouri Reasi Samba Udhampur
Jharkhand	Jharkhand Hills	Bokaro Deoghar Dhanbad Dumka Giridih Godda Jamtara Pakur Sahibganj
	Jharkhand Plains- 1	Gumla Lohardaga Pashchimi Singhbhum Purbi Singhbhum Saraikela-Kharsawan Simdega
	Jharkhand Plains- 2	Chatra Garhwa Hazaribagh Khunti Kodarma Latehar Palamu Ramgarh Ranchi

SCR REPORTED

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

SCR REPORTED

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

SCR REPORTED

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

SCR REPORTED

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

SCR REPORTED

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

SCR REPORTED

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

SCR REPORTED

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

SCR REPORTED

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

SCR REPORTED

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

SCR REPORTED

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

SCR REPORTED

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

SCR REPORTED

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

SCR REPORTED

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

ANNEXURE - II

DISTRICT/DISTRICT CLUSTERS REPORTED

- All the UAs which are spread into multiple districts are reported under main UA district.
- The remainder portion of the district, that the UA is not present in, is reported separately as a District/District cluster scheme mentioned in the pages below.

E.g:- Ahmadabad UA is spread across Ahmadabad district and Gandhinagar district. The portion of Ahmadabad UA which is spread into Gandhinagar district is reported under ‘Gujarat - Ahmadabad District Cluster’ (as main district for this UA is Ahmadabad) whereas, the remainder portion of Gandhinagar district is reported under ‘Gujarat Cluster 8’

- Below is the table of all Cities/UAs that are currently part of multiple districts and are reported as Cluster Districts

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

DISTRICT/DISTRICT CLUSTERS REPORTED

- Individual Districts are reported as per the district names
- District Clusters are reported as displayed in the tables under District/District Clusters

District/District Clusters	Districts
Andhra Pradesh Individual 2	Guntur
Andhra Pradesh Individual 3	Visakhapatnam
Andhra Pradesh Individual 4	Chittoor
Andhra Pradesh Individual 5	Anantapur
Andhra Pradesh Individual 6	Kurnool
Andhra Pradesh Individual 10	Krishna UA District Cluster
Andhra Pradesh Individual 11	Y.S.R.
Andhra Pradesh Cluster 12	Srikakulam
	Vizianagaram
Andhra Pradesh Cluster 13	Prakasam
	Sri Potti Sriramulu Nellore
Andhra Pradesh Cluster 16	West Godavari
	East Godavari
Telangana Individual 1	Hyderabad UA District Cluster
Telangana Individual 2	Karimnagar
Telangana Individual 3	Mahbubnagar
Telangana Individual 4	Warangal
Telangana - District Cluster 5	Adilabad
	Nizamabad
Telangana - District Cluster 6	Medak
	Rangareddy
	Nalgonda
	Khammam
Assam Individual 1	Sonitpur
Assam Cluster 2	Kokrajhar
	Dhubri
	Baksa
	Chirang
	Bongaigaon
	Barpeta
	Goalpara

DISTRICT/DISTRICT CLUSTERS REPORTED

District/District Clusters	Districts
Assam Cluster 3	Lakhimpur
	Dhemaji
	Tinsukia
	Dibrugarh
	Sivasagar
	Jorhat
	Golaghat
	Karbi Anglong
Assam Cluster 4	Morigaon
	Nagaon
	Kamrup
	Kamrup Metropolitan
	Nalbari
	Darrang
	Udalguri
Assam Cluster 5	Dima Hasao
	Cachar
	Karimganj
	Hailakandi
Bihar Individual 1	Patna
Bihar Individual 2	Purba Champaran
Bihar Individual 3	Muzaffarpur
Bihar Individual 4	Gaya
Bihar Individual 5	Madhubani
Bihar Individual 6	Samastipur
Bihar Individual 7	Saran
Bihar Individual 8	Pashchim Champaran
Bihar Individual 9	Darbhanga
Bihar Individual 10	Aurangabad Bihar
Bihar Individual 11	Vaishali

DISTRICT/DISTRICT CLUSTERS REPORTED

District/District Clusters	Districts
Bihar Cluster 12	Gopalganj
	Siwan
Bihar Cluster 13	Bhojpur
	Buxar
	Kaimur (bhabua)
	Rohtas
Bihar Cluster 14	Katihar
	Khagaria
	Bhagalpur
	Banka*
	Munger
	Jamui*
Bihar Cluster 15	Begusarai
	Lakhisarai
	Sheikhpura
	Nalanda
	Nawada
	Jehanabad*
	Arwal
Bihar Cluster 16	Sheohar
	Sitamarhi
Bihar Cluster 17	Supaul
	Araria
	Kishanganj
	Purnia
	Madhepura
	Saharsa
Chhattisgarh Individual 1	Raipur
Chhattisgarh Individual 2	Durg
Chhattisgarh Individual 3	Rajnandgaon

DISTRICT/DISTRICT CLUSTERS REPORTED

District/District Clusters	Districts
Chhattisgarh Cluster 4	Koriya
	Surguja
Chhattisgarh Cluster 5	Jashpur
	Raigarh
	Korba
	Janjgir - Champa
	Bilaspur
	Kabeerdham
	Mahasamund
	Damtari
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	

* Indicates field work done only in Urban

DISTRICT/DISTRICT CLUSTERS REPORTED

District/District Clusters	Districts
Gujarat Cluster 9	Patan
	Surendranagar
	Jamnagar
	Porbandar
	Junagadh
	Amreli
	Bhavnagar
	Diu
Haryana Cluster 1	Fatehabad
	Sirsa
	Hisar
	Bhiwani
	Mahendragarh
Haryana Cluster 2	Rohtak
	Jhajjar
	Rewari
	Gurgaon
	Mewat
	Faridabad
	Palwal
	Haryana Cluster 3
Ambala	
Yamunanagar	
Kurukshetra	
Kaithal	
Karnal	
Panipat	
Sonipat	
Jind	

DISTRICT/DISTRICT CLUSTERS REPORTED

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 REPORTED

District/District Clusters	Districts
Jharkhand Cluster 3	Lohardaga
	Purbi Singhbhum
	Gumla
	Simdega
	Pashchimi Singhbhum
	Saraikela-kharsawan
Jharkhand Cluster 4	Garhwa
	Chatra
	Kodarma
	Palamu
	Latehar
	Hazaribagh
	Ramgarh
	Khunti
Karnataka Individual 1	Bangalore
Karnataka Individual 2	Belgaum
Karnataka Cluster 3	Uttara Kannada
	Haveri
	Udupi
	Dakshina Kannada
Karnataka Cluster 4	Bagalkot
	Bijapur
	Gadag
	Dharwad
Karnataka Cluster 5	Bidar
	Raichur
	Koppal
	Bellary
	Gulbarga
	Yadgir

DISTRICT/DISTRICT CLUSTERS REPORTED

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

DISTRICT/DISTRICT CLUSTERS REPORTED

District/District Clusters	Districts
Madhya Pradesh Cluster 2	Panna
	Satna
	Rewa
	Umaria
	Shahdol
	Anuppur
	Sidhi
	Singrauli
Madhya Pradesh Cluster 3	Neemuch
	Mandsaur
	Ratlam
	Dhar
	West Nimar
	Barwani
	Jhabua
	Alirajpur
Madhya Pradesh Cluster 4	Sheopur
	Morena
	Bhind
	Gwalior
	Datia
	Shivpuri
	Tikamgarh
	Chhatarpur
	Guna
	Ashoknagar
Madhya Pradesh Cluster 5	Jabalpur
	Dindori
	Mandla
	Seoni
	Balaghat
	Katni

DISTRICT/DISTRICT CLUSTERS REPORTED

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 REPORTED

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 REPORTED

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
	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
	Koraput

DISTRICT/DISTRICT CLUSTERS REPORTED

District/District Clusters	Districts
Orissa Cluster 4	Bargarh
	Jharsuguda
	Sambalpur
	Debagarh
	Sundargarh
Orissa Cluster 5	Kendujhar
	Mayurbhanj
	Dhenkanal
	Anugul
	Gajapati*
	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 REPORTED

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
Rajasthan Cluster 7	Barmer
	Dungarpur
	Banswara
	Chittaurgarh
	Pratapgarh

DISTRICT/DISTRICT CLUSTERS REPORTED

District/District Clusters	Districts
Rajasthan Cluster 8	Sirohi
	Bundi
	Bhilwara
	Rajsamand
	Kota
	Baran
	Jhalawar
	Udaipur
Rajasthan Cluster 9	Alwar
	Bharatpur
	Dhaulpur
Sikkim Cluster 1	North District
	West District
	South District
	East District
Tamil Nadu Individual 1	Chennai UA District Cluster
Tamil Nadu Individual 2	Coimbatore
Tamil Nadu Individual 3	Vellore
Tamil Nadu Individual 4	Salem
Tamil Nadu Individual 5	Madurai
Tamil Nadu Cluster 6	Namakkal
	Erode
	The Nilgiris
	Tiruppur
Tamil Nadu Cluster 7	Viluppuram
	Cuddalore
	Dharmapuri
	Krishnagiri
Tamil Nadu Cluster 8	Theni
	Virudhunagar
	Thoothukkudi
	Tirunelveli
	Kanniyakumari

DISTRICT/DISTRICT CLUSTERS REPORTED

District/District Clusters	Districts
Tamil Nadu Cluster 9	Dindigul
	Karur
	Tiruchirappalli
	Perambalur
	Ariyalur
	Nagapattinam
	Thiruvarur
	Thanjavur
	Pudukkottai
	Sivaganga
	Ramanathapuram
Tamil Nadu Cluster 10	Thiruvallur
	Kancheepuram
	Tiruvannamalai
Tamil Nadu Cluster 11	Yanam
	Mahe
	Puducherry
	Karaikal
Tripura Cluster 1	West Tripura
	South Tripura
	Dhalai
	North Tripura
Uttar Pradesh Individual 1	Lucknow
Uttar Pradesh Individual 2	Agra
Uttar Pradesh Individual 3	Moradabad
Uttar Pradesh Individual 4	Bareilly
Uttar Pradesh Individual 5	Gorakhpur
Uttar Pradesh Individual 6	Azamgarh
Uttar Pradesh Individual 7	Muzaffarnagar
Uttar Pradesh Individual 8	Jaunpur

DISTRICT/DISTRICT CLUSTERS REPORTED

District/District Clusters	Districts
Uttar Pradesh Individual 9	Varanasi
Uttar Pradesh Individual 10	Aligarh
Uttar Pradesh Individual 11	Bijnor
Uttar Pradesh Individual 12	Saharanpur
Uttar Pradesh Individual 13	Kheri
Uttar Pradesh Individual 14	Ghazipur
Uttar Pradesh Cluster 15	Mau
	Ballia
Uttar Pradesh Cluster 16	Faizabad
	Ambedkar Nagar
	Basti
	Sant Kabir Nagar
Uttar Pradesh Cluster 17	Hardoi
	Unnao
Uttar Pradesh Cluster 18	Sitapur
	Bara Banki
Uttar Pradesh Cluster 19	Rae Bareli
	Fatehpur
Uttar Pradesh Cluster 20	Kanpur Dehat
	Kanpur Nagar
Uttar Pradesh Cluster 21	Meerut
	Baghpat
Uttar Pradesh Cluster 22	Rampur
	Jyotiba Phule Nagar
	Budaun
	Pilibhit
	Shahjahanpur
Uttar Pradesh Cluster 23	Chandauli
	Sant Ravidas Nagar (bhadohi)
	Mirzapur
	Sonbhadra

DISTRICT/DISTRICT CLUSTERS REPORTED

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 REPORTED

District/District Clusters	Districts
Uttar Pradesh Cluster 30	Pratapgarh
	Sultanpur
Uttarakhand Individual 1	Hardwar
Uttarakhand Cluster 2	Uttarkashi
	Chamoli
	Rudraprayag
	Tehri Garhwal
	Dehradun
	Garhwal
	Pithoragarh
	Bageshwar
	Almora
	Champawat
	Nainital
	Udham Singh Nagar
West Bengal Individual 1	North Twenty Four Parganas
West Bengal Individual 2	South Twenty Four Parganas
West Bengal Individual 3	Barddhaman
West Bengal Individual 4	Haora
West Bengal Individual 5	Hugli
West Bengal Individual 6	Murshidabad
West Bengal Individual 7	Nadia
West Bengal Individual 8	Kolkata UA District Cluster
West Bengal Individual 9	Paschim Medinipur
West Bengal Individual 10	Purba Medinipur
West Bengal Individual 11	Maldah
West Bengal Individual 12	Birbhum
West Bengal Individual 13	Bankura
West Bengal Individual 14	Koch Bihar
West Bengal Individual 15	Puruliya
West Bengal Cluster 16	Darjiling
	Jalpaiguri
West Bengal Cluster 17	Uttar Dinajpur
	Dakshin Dinajpur

ANNEXURE - III

ZONES IN TOP 3 METROS

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

ANNEXURE - IV

EXCLUDED GEOGRAPHIES

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

ANNEXURE - V

SAMPLE BY GEOGRAPHY - HH

Reporting Unit	Variable	HOUSEHOLDS
All India	Total	237637
State	Andhra Pradesh	11293
State	Assam	4801
State	Bihar	14606
State	Chhattisgarh	6220
State	Goa	782
State	Gujarat	12758
State	Haryana	4155
State	Himachal Pradesh	837
State	Jammu & Kashmir	1454
State	Jharkhand	6398
State	Karnataka	11177
State	Kerala	9842
State	Madhya Pradesh	11156
State	Maharashtra	28082
State	Manipur	817
State	Meghalaya	771
State	Mizoram	793
State	NCT OF DELHI	4303
State	Nagaland	801
State	Odisha	7401
State	Punjab	6590
State	Rajasthan	11124
State	Sikkim	795
State	Tamil Nadu	15784
State	Telangana	6882
State	Tripura	821
State	Uttar Pradesh	35088
State	Uttarakhand	2344
State	West Bengal	19762

SAMPLE BY GEOGRAPHY - HH

Reporting Unit	Variable	HOUSEHOLDS
Urban / Rural	Urban	161990
Urban / Rural	Rural	75647
Zones	North	65895
Zones	East	63986
Zones	West	52778
Zones	South	54978
Pop Strata	Urban - Metro 50L+	23260
Pop Strata	Urban - Metro 15-50L	20728
Pop Strata	Urban - Metro 10-15L	23013
Pop Strata	Urban - 5-10L	40588
Pop Strata	Urban - 2-5L	10256
Pop Strata	Urban - 1-2L	11429
Pop Strata	Urban - Less than 1L	32716
Pop Strata	Rural - More than 5K	25030
Pop Strata	Rural - Less than 5K	50617

SAMPLE BY GEOGRAPHY – HH

Reporting Unit	Variable	HOUSEHOLDS
SCR	Andhra Pradesh - Andhra- 1	3263
SCR	Andhra Pradesh - Andhra- 2	4745
SCR	Andhra Pradesh - Rayalseema	3285
SCR	Assam - Brahmaputra Valley- 1	1655
SCR	Assam - Brahmaputra Valley- 2	797
SCR	Assam - Brahmaputra Valley- 3	1565
SCR	Assam - Cachar (Surma Valley - Poorbachal)	784
SCR	Bihar - Bhojpur-Bihar	4786
SCR	Bihar - Bihar	4053
SCR	Bihar - Maithila	5767
SCR	Chattisgarh - Baselkhand-C.G	772
SCR	Chattisgarh - Chhatisagarh & Gondwana- 1	800
SCR	Chattisgarh - Chhatisagarh & Gondwana- 2	3883
SCR	Chattisgarh - Dandekarnia- C.G	765
SCR	Goa - Goa (Maharashtra)	782
SCR	Gujarat - Bhilistan - Gujarat	780
SCR	Gujarat - Gujarat Plains	6357
SCR	Gujarat - Konkan - G.J	787
SCR	Gujarat - Saurashtra (Kathiawar)	4834
SCR	Haryana - Eastern Haryana	3329
SCR	Haryana - Western Haryana	826
SCR	Himachal Pradesh - Himachal Pradesh	837
SCR	Jammu & Kashmir - Kishtwar & Jammu	1454
SCR	Jharkhand - Jharkhand Hills	2533
SCR	Jharkhand - Jharkhand Plains- 1	1525
SCR	Jharkhand - Jharkhand Plains- 2	2340
SCR	Karnataka - Kannad- 1	1525
SCR	Karnataka - Kannad- 2	3007
SCR	Karnataka - Karnatak (Deccan)	1528
SCR	Karnataka - Malnad	804
SCR	Karnataka - Old Mysore	4313
SCR	Kerala - Central Travancore	923

SAMPLE BY GEOGRAPHY - HH

Reporting Unit	Variable	HOUSEHOLDS
SCR	Kerala - Kochi (Central Kerala)	2345
SCR	Kerala - Malabar (North Kerala)	3890
SCR	Kerala - Travancore (South Kerala)	2684
SCR	Madhya Pradesh - Basalkhand- M.P.	769
SCR	Madhya Pradesh - Bhilistan - M.P.	829
SCR	Madhya Pradesh - Bhundelkhand - M.P.	1585
SCR	Madhya Pradesh - Gondwana - M.P.	1623
SCR	Madhya Pradesh - North Malwa- 1	815
SCR	Madhya Pradesh - North Malwa- 2	3970
SCR	Madhya Pradesh - South Malwa- 1	780
SCR	Madhya Pradesh - South Malwa- 2	785
SCR	Maharashtra - Desh (Western Ghat)- 1	6597
SCR	Maharashtra - Desh (Western Ghat)- 2	4043
SCR	Maharashtra - Khandesh	1577
SCR	Maharashtra - Konkan - M.H	7237
SCR	Maharashtra - Marathwada	3786
SCR	Maharashtra - Vidharba- 1	892
SCR	Maharashtra - Vidharba- 2	3950
SCR	Manipur - Manipur	817
SCR	Meghalaya - Meghalaya	771
SCR	Mizoram - Mizoram	793
SCR	Nagaland - Nagaland	801
SCR	NCT Of Delhi - Delhi	4303
SCR	Odisha - Coastal Odisha (Kalinga)	2664
SCR	Odisha - Dandekarnia- OR1	806
SCR	Odisha - Gondwana	1486
SCR	Odisha - Odisha Hills & Plateau- 1	789
SCR	Odisha - Odisha Hills & Plateau- 2	1656
SCR	Punjab - Bisht Doab (Beas Sutlej) & East Punjab	4184
SCR	Punjab - North Punjab Plains	1609
SCR	Punjab - South Punjab Plains	797
SCR	Rajasthan - Jaipur (Aravallis)	3928
SCR	Rajasthan - Maru Pradesh (Marwar)- 1	2347

SAMPLE BY GEOGRAPHY - HH

Reporting Unit	Variable	HOUSEHOLDS
SCR	Rajasthan - Maru Pradesh (Marwar)- 2	1561
SCR	Rajasthan - Mewar- 1	805
SCR	Rajasthan - Mewar- 2	1592
SCR	Rajasthan - Mewat	891
SCR	Sikkim - Sikkim	795
SCR	Tamil Nadu - Coimbatore	5590
SCR	Tamil Nadu - Madras	4662
SCR	Tamil Nadu - Madurai	2426
SCR	Tamil Nadu - Pondicherry	1454
SCR	Tamil Nadu - Tanjore	1652
SCR	Telangana - Telangana- 1	1642
SCR	Telangana - Telangana- 2	5240
SCR	Tripura - Tripura	821
SCR	Uttar Pradesh - Bhojpur	7102
SCR	Uttar Pradesh - Bhundelkhand - U.P.	1465
SCR	Uttar Pradesh - Braj- 1	2358
SCR	Uttar Pradesh - Braj- 2	3058
SCR	Uttar Pradesh - Oudh - 2- 1	780
SCR	Uttar Pradesh - Oudh - 2- 2	3088
SCR	Uttar Pradesh - Oudh-1- 1	2378
SCR	Uttar Pradesh - Oudh-1- 2	3887
SCR	Uttar Pradesh - Rohelkhand- 1	6349
SCR	Uttar Pradesh - Rohelkhand- 2	4623
SCR	Uttarakhand - Rohelkhand- 2	825
SCR	Uttarakhand - Uttarakhand	1519
SCR	West Bengal - Darjeeling	2293
SCR	West Bengal - Duars	1597
SCR	West Bengal - Ganga Delta	9431
SCR	West Bengal - Rahr	6441

SAMPLE BY GEOGRAPHY - HH

Reporting Unit	Variable	HOUSEHOLDS
District/District Cluster	Andhra Pradesh - Anantapur	791
District/District Cluster	Andhra Pradesh - Chittoor	870
District/District Cluster	Andhra Pradesh - District Cluster 12	812
District/District Cluster	Andhra Pradesh - District Cluster 13	1524
District/District Cluster	Andhra Pradesh - District Cluster 16	919
District/District Cluster	Andhra Pradesh - Guntur	1506
District/District Cluster	Andhra Pradesh - Krishna UA District Cluster	1715
District/District Cluster	Andhra Pradesh - Kurnool	815
District/District Cluster	Andhra Pradesh - Visakhapatnam	1532
District/District Cluster	Andhra Pradesh - Y.S.R.	809
District/District Cluster	Assam - District Cluster 2	815
District/District Cluster	Assam - District Cluster 3	797
District/District Cluster	Assam - District Cluster 4	1565
District/District Cluster	Assam - District Cluster 5	784
District/District Cluster	Assam - Sonitpur	840
District/District Cluster	Bihar - Aurangabad	789
District/District Cluster	Bihar - Darbhanga	831
District/District Cluster	Bihar - District Cluster 12	783
District/District Cluster	Bihar - District Cluster 13	834
District/District Cluster	Bihar - District Cluster 14	822
District/District Cluster	Bihar - District Cluster 15	854
District/District Cluster	Bihar - District Cluster 16	811
District/District Cluster	Bihar - District Cluster 17	794
District/District Cluster	Bihar - Gaya	843
District/District Cluster	Bihar - Madhubani	788
District/District Cluster	Bihar - Muzaffarpur	864
District/District Cluster	Bihar - Pashchim Champaran	788
District/District Cluster	Bihar - Patna	1534
District/District Cluster	Bihar - Purba Champaran	794
District/District Cluster	Bihar - Samastipur	795
District/District Cluster	Bihar - Saran	798
District/District Cluster	Bihar - Vaishali	884
District/District Cluster	Chhattisgarh - District Cluster 4	772
District/District Cluster	Chhattisgarh - District Cluster 5	801
District/District Cluster	Chhattisgarh - District Cluster 6	765
District/District Cluster	Chhattisgarh - Durg	1565

SAMPLE BY GEOGRAPHY - HH

Reporting Unit	Variable	HOUSEHOLDS
District/District Cluster	Chhattisgarh - Raipur	1517
District/District Cluster	Chhattisgarh - Rajnandgaon	800
District/District Cluster	Delhi UA - District Cluster	4303
District/District Cluster	Goa - District Cluster 1	782
District/District Cluster	Gujarat - Ahmadabad UA District Cluster	2391
District/District Cluster	Gujarat - Dadra & Nagar Haveli	787
District/District Cluster	Gujarat - District Cluster 7	780
District/District Cluster	Gujarat - District Cluster 8	822
District/District Cluster	Gujarat - District Cluster 9	2474
District/District Cluster	Gujarat - Kachchh	806
District/District Cluster	Gujarat - Rajkot	1554
District/District Cluster	Gujarat - Surat	1586
District/District Cluster	Gujarat - Vadodara	1558
District/District Cluster	Haryana - District Cluster 1	826
District/District Cluster	Haryana - District Cluster 2	2505
District/District Cluster	Haryana - District Cluster 3	824
District/District Cluster	Himachal Pradesh - District Cluster 1	837
District/District Cluster	Jammu & Kashmir - District Cluster 1	1454
District/District Cluster	Jharkhand - District Cluster 2	2533
District/District Cluster	Jharkhand - District Cluster 3	1525
District/District Cluster	Jharkhand - District Cluster 4	775
District/District Cluster	Jharkhand - Ranchi	1565
District/District Cluster	Karnataka - Bangalore	2728
District/District Cluster	Karnataka - Belgaum	1449
District/District Cluster	Karnataka - District Cluster 3	1525
District/District Cluster	Karnataka - District Cluster 4	1558
District/District Cluster	Karnataka - District Cluster 5	1528
District/District Cluster	Karnataka - District Cluster 6	804
District/District Cluster	Karnataka - District Cluster 7	1585
District/District Cluster	Kerala - District Cluster 5	923
District/District Cluster	Kerala - District Cluster 6	2345
District/District Cluster	Kerala - District Cluster 7	1378
District/District Cluster	Kerala - Kollam	1298
District/District Cluster	Kerala - Kozhikode	1241
District/District Cluster	Kerala - Malappuram	1271
District/District Cluster	Kerala - Thiruvananthapuram	1386

SAMPLE BY GEOGRAPHY - HH

Reporting Unit	Variable	HOUSEHOLDS
District/District Cluster	Madhya Pradesh - District Cluster 2	769
District/District Cluster	Madhya Pradesh - District Cluster 3	829
District/District Cluster	Madhya Pradesh - District Cluster 4	1585
District/District Cluster	Madhya Pradesh - District Cluster 5	1623
District/District Cluster	Madhya Pradesh - District Cluster 6	815
District/District Cluster	Madhya Pradesh - District Cluster 7	2504
District/District Cluster	Madhya Pradesh - District Cluster 8	780
District/District Cluster	Madhya Pradesh - District Cluster 9	785
District/District Cluster	Madhya Pradesh - Indore	1466
District/District Cluster	Maharashtra - Ahmednagar	783
District/District Cluster	Maharashtra - Amravati	1528
District/District Cluster	Maharashtra - Aurangabad - M.H	1562
District/District Cluster	Maharashtra - District Cluster 12	2461
District/District Cluster	Maharashtra - District Cluster 13	805
District/District Cluster	Maharashtra - District Cluster 14	779
District/District Cluster	Maharashtra - District Cluster 15	774
District/District Cluster	Maharashtra - District Cluster 16	892
District/District Cluster	Maharashtra - District Cluster 17	839
District/District Cluster	Maharashtra - District Cluster 18	1583
District/District Cluster	Maharashtra - Jalgaon	772
District/District Cluster	Maharashtra - Mumbai UA District Cluster	4036
District/District Cluster	Maharashtra - Nanded	1450
District/District Cluster	Maharashtra - Nashik	2394
District/District Cluster	Maharashtra - Pune	2646
District/District Cluster	Maharashtra - Satara	774
District/District Cluster	Maharashtra - Solapur	1582
District/District Cluster	Maharashtra - Thane	2422
District/District Cluster	Manipur - District Cluster 1	817
District/District Cluster	Meghalaya - District Cluster 1	771
District/District Cluster	Mizoram - District Cluster 1	793
District/District Cluster	Nagaland - District Cluster 1	801
District/District Cluster	Odisha - District Cluster 2	2664
District/District Cluster	Odisha - District Cluster 3	806
District/District Cluster	Odisha - District Cluster 4	1486
District/District Cluster	Odisha - District Cluster 5	839
District/District Cluster	Odisha - District Cluster 6	789

SAMPLE BY GEOGRAPHY - HH

Reporting Unit	Variable	HOUSEHOLDS
District/District Cluster	Odisha - Ganjam	817
District/District Cluster	Punjab - Chandigarh	1021
District/District Cluster	Punjab - District Cluster 3	1544
District/District Cluster	Punjab - District Cluster 4	1609
District/District Cluster	Punjab - District Cluster 5	797
District/District Cluster	Punjab - Ludhiana	1619
District/District Cluster	Rajasthan - District Cluster 3	1533
District/District Cluster	Rajasthan - District Cluster 4	848
District/District Cluster	Rajasthan - District Cluster 5	813
District/District Cluster	Rajasthan - District Cluster 6	1561
District/District Cluster	Rajasthan - District Cluster 7	805
District/District Cluster	Rajasthan - District Cluster 8	1592
District/District Cluster	Rajasthan - District Cluster 9	891
District/District Cluster	Rajasthan - Jaipur	1547
District/District Cluster	Rajasthan - Jodhpur	1534
District/District Cluster	Sikkim - District Cluster 1	795
District/District Cluster	Tamil Nadu - Chennai UA District Cluster	2174
District/District Cluster	Tamil Nadu - Coimbatore	1562
District/District Cluster	Tamil Nadu - District Cluster 10	905
District/District Cluster	Tamil Nadu - District Cluster 11	1454
District/District Cluster	Tamil Nadu - District Cluster 6	2558
District/District Cluster	Tamil Nadu - District Cluster 7	785
District/District Cluster	Tamil Nadu - District Cluster 8	888
District/District Cluster	Tamil Nadu - District Cluster 9	1652
District/District Cluster	Tamil Nadu - Madurai	1538
District/District Cluster	Tamil Nadu - Salem	1470
District/District Cluster	Tamil Nadu - Vellore	798
District/District Cluster	Telangana - District Cluster 14	790
District/District Cluster	Telangana - District Cluster 15	830
District/District Cluster	Telangana - Hyderabad UA District Cluster	2111
District/District Cluster	Telangana - Karimnagar	852
District/District Cluster	Telangana - Mahbubnagar	835
District/District Cluster	Telangana - Warangal	1464
District/District Cluster	Tripura - District Cluster 1	821

SAMPLE BY GEOGRAPHY - HH

Reporting Unit	Variable	HOUSEHOLDS
District/District Cluster	Uttar Pradesh - Agra	1543
District/District Cluster	Uttar Pradesh - Aligarh	1468
District/District Cluster	Uttar Pradesh - Azamgarh	806
District/District Cluster	Uttar Pradesh - Bareilly	1521
District/District Cluster	Uttar Pradesh - Bijnor	807
District/District Cluster	Uttar Pradesh - District Cluster 15	821
District/District Cluster	Uttar Pradesh - District Cluster 16	812
District/District Cluster	Uttar Pradesh - District Cluster 17	793
District/District Cluster	Uttar Pradesh - District Cluster 18	804
District/District Cluster	Uttar Pradesh - District Cluster 19	794
District/District Cluster	Uttar Pradesh - District Cluster 20	1525
District/District Cluster	Uttar Pradesh - District Cluster 21	1553
District/District Cluster	Uttar Pradesh - District Cluster 22	799
District/District Cluster	Uttar Pradesh - District Cluster 23	826
District/District Cluster	Uttar Pradesh - District Cluster 24	1528
District/District Cluster	Uttar Pradesh - District Cluster 25	1465
District/District Cluster	Uttar Pradesh - District Cluster 26	815
District/District Cluster	Uttar Pradesh - District Cluster 27	1590
District/District Cluster	Uttar Pradesh - District Cluster 28	2492
District/District Cluster	Uttar Pradesh - District Cluster 29	780
District/District Cluster	Uttar Pradesh - District Cluster 30	802
District/District Cluster	Uttar Pradesh - Ghazipur	809
District/District Cluster	Uttar Pradesh - Gorakhpur	1474
District/District Cluster	Uttar Pradesh - Jaunpur	787
District/District Cluster	Uttar Pradesh - Kheri	781
District/District Cluster	Uttar Pradesh - Lucknow	1568
District/District Cluster	Uttar Pradesh - Moradabad	1496
District/District Cluster	Uttar Pradesh - Muzaffarnagar	816
District/District Cluster	Uttar Pradesh - Saharanpur	1488
District/District Cluster	Uttar Pradesh - Varanasi	1525

SAMPLE BY GEOGRAPHY - HH

Reporting Unit	Variable	HOUSEHOLDS
District/District Cluster	Uttarakhand - District Cluster 2	1519
District/District Cluster	Uttarakhand - Hardwar	825
District/District Cluster	West Bengal - Bankura	812
District/District Cluster	West Bengal - Bardhaman	2438
District/District Cluster	West Bengal - Birbhum	808
District/District Cluster	West Bengal - District Cluster 16	1502
District/District Cluster	West Bengal - District Cluster 17	798
District/District Cluster	West Bengal - Haora	799
District/District Cluster	West Bengal - Hugli	853
District/District Cluster	West Bengal - Koch Bihar	791
District/District Cluster	West Bengal - Kolkata UA District Cluster	4339
District/District Cluster	West Bengal - Maldah	799
District/District Cluster	West Bengal - Murshidabad	850
District/District Cluster	West Bengal - Nadia	841
District/District Cluster	West Bengal - North Twenty Four Parganas	943
District/District Cluster	West Bengal - Paschim Medinipur	791
District/District Cluster	West Bengal - Purba Medinipur	791
District/District Cluster	West Bengal - Puruliya	801
District/District Cluster	West Bengal - South Twenty Four Parganas	806

SAMPLE BY GEOGRAPHY - HH

Reporting Unit	Variable	HOUSEHOLDS
Reporting Towns	Agra UA	1014
Reporting Towns	Ahmadabad UA	2072
Reporting Towns	Ajmer UA	976
Reporting Towns	Aligarh UA	922
Reporting Towns	Allahabad UA	987
Reporting Towns	Amravati (M Corp.)	969
Reporting Towns	Amritsar UA	1033
Reporting Towns	Asansol UA	972
Reporting Towns	Aurangabad UA	1029
Reporting Towns	Bangalore UA	2122
Reporting Towns	Bareilly UA	997
Reporting Towns	Belgaum UA	935
Reporting Towns	Bhavnagar UA	950
Reporting Towns	Bhiwandi UA	937
Reporting Towns	Bhopal UA	1002
Reporting Towns	Bhubaneswar UA	976
Reporting Towns	Bikaner (M Corp.)	934
Reporting Towns	Bokaro Steel City UA	921
Reporting Towns	Chandigarh UA	1021
Reporting Towns	Chennai UA	2174
Reporting Towns	Coimbatore UA	1013
Reporting Towns	Cuttack UA	958
Reporting Towns	Dehradun UA	920
Reporting Towns	Delhi UA	4303
Reporting Towns	Dhanbad UA	984
Reporting Towns	Durgapur UA	922
Reporting Towns	Durg-Bhilainagar UA	1009
Reporting Towns	Erode UA	936
Reporting Towns	Faridabad (M Corp.)	1013
Reporting Towns	Firozabad (NPP)	932
Reporting Towns	Ghaziabad UA	949
Reporting Towns	Gorakhpur UA	940

SAMPLE BY GEOGRAPHY - HH

Reporting Unit	Variable	HOUSEHOLDS
Reporting Towns	Gulbarga UA	945
Reporting Towns	Guntur UA	958
Reporting Towns	Gurgaon UA	935
Reporting Towns	Guwahati UA	970
Reporting Towns	Gwalior UA	987
Reporting Towns	Hubli-Dharwad (M Corp.)	934
Reporting Towns	Hyderabad UA	2111
Reporting Towns	Indore UA	961
Reporting Towns	Jabalpur UA	995
Reporting Towns	Jaipur (M Corp.)	1003
Reporting Towns	Jalandhar UA	916
Reporting Towns	Jammu UA	931
Reporting Towns	Jamnagar UA	944
Reporting Towns	Jamshedpur UA	987
Reporting Towns	Jhansi UA	927
Reporting Towns	Jodhpur UA	1004
Reporting Towns	Kannur UA	895
Reporting Towns	Kanpur UA	986
Reporting Towns	Kochi UA	980
Reporting Towns	Kolhapur UA	955
Reporting Towns	Kolkata UA	4339
Reporting Towns	Kollam UA	933
Reporting Towns	Kota (M Corp.)	987
Reporting Towns	Kozhikode UA	940
Reporting Towns	Lucknow UA	1027
Reporting Towns	Ludhiana (M Corp.)	1068
Reporting Towns	Madurai UA	1025
Reporting Towns	Malappuram UA	923
Reporting Towns	Malegaon UA	915
Reporting Towns	Mangalore UA	953
Reporting Towns	Meerut UA	984
Reporting Towns	Moradabad (M Corp.)	932

SAMPLE BY GEOGRAPHY - HH

Reporting Unit	Variable	HOUSEHOLDS
Reporting Towns	Mumbai UA	4036
Reporting Towns	Mysore UA	963
Reporting Towns	Nagpur UA	997
Reporting Towns	Nanded Waghala (M Corp.)	943
Reporting Towns	Nashik UA	1006
Reporting Towns	Nellore UA	923
Reporting Towns	Noida + Greater Noida	1007
Reporting Towns	Patna UA	1020
Reporting Towns	Puducherry UA	932
Reporting Towns	Pune UA	2103
Reporting Towns	Raipur UA	982
Reporting Towns	Rajkot UA	1017
Reporting Towns	Ranchi UA	1031
Reporting Towns	Raurkela UA	942
Reporting Towns	Saharanpur (M Corp.)	922
Reporting Towns	Salem UA	934
Reporting Towns	Sangali UA	947
Reporting Towns	Siliguri UA	937
Reporting Towns	Solapur (M Corp.)	1006
Reporting Towns	Surat UA	1029
Reporting Towns	Thiruvananthapuram UA	982
Reporting Towns	Thrissur UA	925
Reporting Towns	Tiruchirappalli UA	1010
Reporting Towns	Tiruppur UA	942
Reporting Towns	Ujjain (M Corp.)	922
Reporting Towns	Vadodara UA	1016
Reporting Towns	Varanasi UA	986
Reporting Towns	Vasai Virar City (M Corp.)	965
Reporting Towns	Vijayawada UA	1072
Reporting Towns	Visakhapatnam (GVMC)	992
Reporting Towns	Warangal UA	928

SAMPLE BY GEOGRAPHY - HH

Reporting Unit	Variable	HOUSEHOLDS
Delhi District Cluster	Delhi-Zone 1	1088
Delhi District Cluster	Delhi-Zone 2	1054
Delhi District Cluster	Delhi-Zone 3	1083
Delhi District Cluster	Delhi-Zone 4	1078
Kolkata District Cluster	Kolkata-Zone 1	1075
Kolkata District Cluster	Kolkata-Zone 2	1086
Kolkata District Cluster	Kolkata-Zone 3	1097
Kolkata District Cluster	Kolkata-Zone 4	1081
Mumbai District Cluster	Mumbai-Zone 1	1006
Mumbai District Cluster	Mumbai-Zone 2	1019
Mumbai District Cluster	Mumbai-Zone 3	998
Mumbai District Cluster	Mumbai-Zone 4	1013

ANNEXURE - VI

SAMPLE BY GEOGRAPHY -

INDIVIDUALS

Reporting Unit	Variable	INDIVIDUALS
All India	Total	221612
State	Andhra Pradesh	10952
State	Assam	4366
State	Bihar	13626
State	Chhattisgarh	5781
State	Goa	686
State	Gujarat	11612
State	Haryana	4114
State	Himachal Pradesh	814
State	Jammu & Kashmir	1131
State	Jharkhand	5929
State	Karnataka	10044
State	Kerala	8912
State	Madhya Pradesh	10513
State	Maharashtra	26295
State	Manipur	743
State	Meghalaya	588
State	Mizoram	724
State	NCT OF DELHI	4199
State	Nagaland	765
State	Odisha	7029
State	Punjab	5823
State	Rajasthan	10302
State	Sikkim	717
State	Tamil Nadu	14093
State	Telangana	6666
State	Tripura	758
State	Uttar Pradesh	33516
State	Uttarakhand	2149
State	West Bengal	18765

SAMPLE BY GEOGRAPHY - INDIVIDUALS

Reporting Unit	Variable	INDIVIDUALS
Urban / Rural	Urban	150708
Urban / Rural	Rural	70904
Zones	North	62048
Zones	East	59791
Zones	West	49106
Zones	South	50667
Pop Strata	Urban - Metro 50L+	21303
Pop Strata	Urban - Metro 15-50L	19265
Pop Strata	Urban - Metro 10-15L	21777
Pop Strata	Urban - 5-10L	37794
Pop Strata	Urban - 2-5L	9519
Pop Strata	Urban - 1-2L	10722
Pop Strata	Urban - Less than 1L	30328
Pop Strata	Rural - More than 5K	23338
Pop Strata	Rural - Less than 5K	47566

SAMPLE BY GEOGRAPHY - INDIVIDUALS

Reporting Unit	Variable	INDIVIDUALS
SCR	Andhra Pradesh - Andhra- 1	3097
SCR	Andhra Pradesh - Andhra- 2	4628
SCR	Andhra Pradesh - Rayalseema	3227
SCR	Assam - Brahmaputra Valley- 1	1528
SCR	Assam - Brahmaputra Valley- 2	753
SCR	Assam - Brahmaputra Valley- 3	1390
SCR	Assam - Cachar (Surma Valley - Poorbachal)	695
SCR	Bihar - Bhojpur-Bihar	4485
SCR	Bihar - Bihar	3677
SCR	Bihar - Maithila	5464
SCR	Chattisgarh - Basalkhand-C.G	716
SCR	Chattisgarh - Chhatisagarh & Gondwana- 1	733
SCR	Chattisgarh - Chhatisagarh & Gondwana- 2	3637
SCR	Chattisgarh - Dandekarnia- C.G	695
SCR	Goa - Goa (Maharashtra)	686
SCR	Gujarat - Bhilistan - Gujarat	744
SCR	Gujarat - Gujarat Plains	5589
SCR	Gujarat - Konkan - G.J	696
SCR	Gujarat - Saurashtra (Kathiawar)	4583
SCR	Haryana - Eastern Haryana	3290
SCR	Haryana - Western Haryana	824
SCR	Himachal Pradesh - Himachal Pradesh	814
SCR	Jammu & Kashmir - Kishtwar & Jammu	1131
SCR	Jharkhand - Jharkhand Hills	2337
SCR	Jharkhand - Jharkhand Plains- 1	1413
SCR	Jharkhand - Jharkhand Plains- 2	2179
SCR	Karnataka - Kannad- 1	1344
SCR	Karnataka - Kannad- 2	2785
SCR	Karnataka - Karnatak (Deccan)	1356
SCR	Karnataka - Malnad	744
SCR	Karnataka - Old Mysore	3815
SCR	Kerala - Central Travancore	914

SAMPLE BY GEOGRAPHY - INDIVIDUALS

Reporting Unit	Variable	INDIVIDUALS
SCR	Kerala - Kochi (Central Kerala)	2199
SCR	Kerala - Malabar (North Kerala)	3403
SCR	Kerala - Travancore (South Kerala)	2396
SCR	Madhya Pradesh - Baselkhand- M.P.	718
SCR	Madhya Pradesh - Bhilistan - M.P.	769
SCR	Madhya Pradesh - Bhundelkhand - M.P.	1496
SCR	Madhya Pradesh - Gondwana - M.P.	1547
SCR	Madhya Pradesh - North Malwa- 1	803
SCR	Madhya Pradesh - North Malwa- 2	3672
SCR	Madhya Pradesh - South Malwa- 1	757
SCR	Madhya Pradesh - South Malwa- 2	751
SCR	Maharashtra - Desh (Western Ghat)- 1	6392
SCR	Maharashtra - Desh (Western Ghat)- 2	3901
SCR	Maharashtra - Khandesh	1446
SCR	Maharashtra - Konkan - M.H	6702
SCR	Maharashtra - Marathwada	3563
SCR	Maharashtra - Vidharba- 1	852
SCR	Maharashtra - Vidharba- 2	3439
SCR	Manipur - Manipur	743
SCR	Meghalaya - Meghalaya	588
SCR	Mizoram - Mizoram	724
SCR	Nagaland - Nagaland	765
SCR	NCT Of Delhi - Delhi	4199
SCR	Odisha - Coastal Odisha (Kalinga)	2539
SCR	Odisha - Dandekarnia- OR1	744
SCR	Odisha - Gondwana	1411
SCR	Odisha - Odisha Hills & Plateau- 1	765
SCR	Odisha - Odisha Hills & Plateau- 2	1570
SCR	Punjab - Bisht Doab (Beas Sutlej) & East Punjab	3738
SCR	Punjab - North Punjab Plains	1479
SCR	Punjab - South Punjab Plains	606
SCR	Rajasthan - Jaipur (Aravallis)	3618
SCR	Rajasthan - Maru Pradesh (Marwar)- 1	2204

SAMPLE BY GEOGRAPHY - INDIVIDUALS

Reporting Unit	Variable	INDIVIDUALS
SCR	Rajasthan - Maru Pradesh (Marwar)- 2	1475
SCR	Rajasthan - Mewar- 1	748
SCR	Rajasthan - Mewar- 2	1410
SCR	Rajasthan - Mewat	847
SCR	Sikkim - Sikkim	717
SCR	Tamil Nadu - Coimbatore	5236
SCR	Tamil Nadu - Madras	4034
SCR	Tamil Nadu - Madurai	2095
SCR	Tamil Nadu - Pondicherry	1249
SCR	Tamil Nadu - Tanjore	1479
SCR	Telangana - Telangana- 1	1601
SCR	Telangana - Telangana- 2	5065
SCR	Tripura - Tripura	758
SCR	Uttar Pradesh - Bhojpur	6819
SCR	Uttar Pradesh - Bhundelkhand - U.P.	1401
SCR	Uttar Pradesh - Braj- 1	2287
SCR	Uttar Pradesh - Braj- 2	2975
SCR	Uttar Pradesh - Oudh - 2- 1	751
SCR	Uttar Pradesh - Oudh - 2- 2	2960
SCR	Uttar Pradesh - Oudh-1- 1	2236
SCR	Uttar Pradesh - Oudh-1- 2	3665
SCR	Uttar Pradesh - Rohelkhand- 1	5994
SCR	Uttar Pradesh - Rohelkhand- 2	4428
SCR	Uttarakhand - Rohelkhand- 2	803
SCR	Uttarakhand - Uttarakhand	1346
SCR	West Bengal - Darjeeling	2226
SCR	West Bengal - Duars	1561
SCR	West Bengal - Ganga Delta	8903
SCR	West Bengal - Rahr	6075

SAMPLE BY GEOGRAPHY - INDIVIDUALS

Reporting Unit	Variable	INDIVIDUALS
District/District Cluster	Andhra Pradesh - Anantapur	776
District/District Cluster	Andhra Pradesh - Chittoor	853
District/District Cluster	Andhra Pradesh - District Cluster 12	758
District/District Cluster	Andhra Pradesh - District Cluster 13	1509
District/District Cluster	Andhra Pradesh - District Cluster 16	895
District/District Cluster	Andhra Pradesh - Guntur	1489
District/District Cluster	Andhra Pradesh - Krishna UA District Cluster	1630
District/District Cluster	Andhra Pradesh - Kurnool	810
District/District Cluster	Andhra Pradesh - Visakhapatnam	1444
District/District Cluster	Andhra Pradesh - Y.S.R.	788
District/District Cluster	Assam - District Cluster 2	741
District/District Cluster	Assam - District Cluster 3	753
District/District Cluster	Assam - District Cluster 4	1390
District/District Cluster	Assam - District Cluster 5	695
District/District Cluster	Assam - Sonitpur	787
District/District Cluster	Bihar - Aurangabad	715
District/District Cluster	Bihar - Darbhanga	806
District/District Cluster	Bihar - District Cluster 12	758
District/District Cluster	Bihar - District Cluster 13	788
District/District Cluster	Bihar - District Cluster 14	755
District/District Cluster	Bihar - District Cluster 15	779
District/District Cluster	Bihar - District Cluster 16	774
District/District Cluster	Bihar - District Cluster 17	742
District/District Cluster	Bihar - Gaya	743
District/District Cluster	Bihar - Madhubani	773
District/District Cluster	Bihar - Muzaffarpur	831
District/District Cluster	Bihar - Pashchim Champaran	753
District/District Cluster	Bihar - Patna	1400
District/District Cluster	Bihar - Purba Champaran	749
District/District Cluster	Bihar - Samastipur	746
District/District Cluster	Bihar - Saran	722
District/District Cluster	Bihar - Vaishali	792
District/District Cluster	Chhattisgarh - District Cluster 4	716
District/District Cluster	Chhattisgarh - District Cluster 5	762
District/District Cluster	Chhattisgarh - District Cluster 6	695
District/District Cluster	Chhattisgarh - Durg	1494

SAMPLE BY GEOGRAPHY - INDIVIDUALS

Reporting Unit	Variable	INDIVIDUALS
District/District Cluster	Chhattisgarh - Raipur	1381
District/District Cluster	Chhattisgarh - Rajnandgaon	733
District/District Cluster	Delhi UA - District Cluster	4199
District/District Cluster	Goa - District Cluster 1	686
District/District Cluster	Gujarat - Ahmadabad UA District Cluster	1969
District/District Cluster	Gujarat - Dadra & Nagar Haveli	696
District/District Cluster	Gujarat - District Cluster 7	744
District/District Cluster	Gujarat - District Cluster 8	733
District/District Cluster	Gujarat - District Cluster 9	2325
District/District Cluster	Gujarat - Kachchh	753
District/District Cluster	Gujarat - Rajkot	1505
District/District Cluster	Gujarat - Surat	1445
District/District Cluster	Gujarat - Vadodara	1442
District/District Cluster	Haryana - District Cluster 1	824
District/District Cluster	Haryana - District Cluster 2	2476
District/District Cluster	Haryana - District Cluster 3	814
District/District Cluster	Himachal Pradesh - District Cluster 1	814
District/District Cluster	Jammu & Kashmir - District Cluster 1	1131
District/District Cluster	Jharkhand - District Cluster 2	2337
District/District Cluster	Jharkhand - District Cluster 3	1413
District/District Cluster	Jharkhand - District Cluster 4	683
District/District Cluster	Jharkhand - Ranchi	1496
District/District Cluster	Karnataka - Bangalore	2354
District/District Cluster	Karnataka - Belgaum	1304
District/District Cluster	Karnataka - District Cluster 3	1344
District/District Cluster	Karnataka - District Cluster 4	1481
District/District Cluster	Karnataka - District Cluster 5	1356
District/District Cluster	Karnataka - District Cluster 6	744
District/District Cluster	Karnataka - District Cluster 7	1461
District/District Cluster	Kerala - District Cluster 5	914
District/District Cluster	Kerala - District Cluster 6	2199
District/District Cluster	Kerala - District Cluster 7	1183
District/District Cluster	Kerala - Kollam	1246
District/District Cluster	Kerala - Kozhikode	1034
District/District Cluster	Kerala - Malappuram	1186
District/District Cluster	Kerala - Thiruvananthapuram	1150

SAMPLE BY GEOGRAPHY - INDIVIDUALS

Reporting Unit	Variable	INDIVIDUALS
District/District Cluster	Madhya Pradesh - District Cluster 2	718
District/District Cluster	Madhya Pradesh - District Cluster 3	769
District/District Cluster	Madhya Pradesh - District Cluster 4	1496
District/District Cluster	Madhya Pradesh - District Cluster 5	1547
District/District Cluster	Madhya Pradesh - District Cluster 6	803
District/District Cluster	Madhya Pradesh - District Cluster 7	2362
District/District Cluster	Madhya Pradesh - District Cluster 8	757
District/District Cluster	Madhya Pradesh - District Cluster 9	751
District/District Cluster	Madhya Pradesh - Indore	1310
District/District Cluster	Maharashtra - Ahmednagar	762
District/District Cluster	Maharashtra - Amravati	1206
District/District Cluster	Maharashtra - Aurangabad - M.H	1486
District/District Cluster	Maharashtra - District Cluster 12	2424
District/District Cluster	Maharashtra - District Cluster 13	793
District/District Cluster	Maharashtra - District Cluster 14	707
District/District Cluster	Maharashtra - District Cluster 15	699
District/District Cluster	Maharashtra - District Cluster 16	852
District/District Cluster	Maharashtra - District Cluster 17	741
District/District Cluster	Maharashtra - District Cluster 18	1492
District/District Cluster	Maharashtra - Jalgaon	653
District/District Cluster	Maharashtra - Mumbai UA District Cluster	3741
District/District Cluster	Maharashtra - Nanded	1378
District/District Cluster	Maharashtra - Nashik	2279
District/District Cluster	Maharashtra - Pune	2585
District/District Cluster	Maharashtra - Satara	766
District/District Cluster	Maharashtra - Solapur	1477
District/District Cluster	Maharashtra - Thane	2254
District/District Cluster	Manipur - District Cluster 1	743
District/District Cluster	Meghalaya - District Cluster 1	588
District/District Cluster	Mizoram - District Cluster 1	724
District/District Cluster	Nagaland - District Cluster 1	765
District/District Cluster	Odisha - District Cluster 2	2539
District/District Cluster	Odisha - District Cluster 3	744
District/District Cluster	Odisha - District Cluster 4	1411
District/District Cluster	Odisha - District Cluster 5	789
District/District Cluster	Odisha - District Cluster 6	765

SAMPLE BY GEOGRAPHY - INDIVIDUALS

Reporting Unit	Variable	INDIVIDUALS
District/District Cluster	Odisha - Ganjam	781
District/District Cluster	Punjab - Chandigarh	989
District/District Cluster	Punjab - District Cluster 3	1303
District/District Cluster	Punjab - District Cluster 4	1479
District/District Cluster	Punjab - District Cluster 5	606
District/District Cluster	Punjab - Ludhiana	1446
District/District Cluster	Rajasthan - District Cluster 3	1441
District/District Cluster	Rajasthan - District Cluster 4	755
District/District Cluster	Rajasthan - District Cluster 5	766
District/District Cluster	Rajasthan - District Cluster 6	1475
District/District Cluster	Rajasthan - District Cluster 7	748
District/District Cluster	Rajasthan - District Cluster 8	1410
District/District Cluster	Rajasthan - District Cluster 9	847
District/District Cluster	Rajasthan - Jaipur	1422
District/District Cluster	Rajasthan - Jodhpur	1438
District/District Cluster	Sikkim - District Cluster 1	717
District/District Cluster	Tamil Nadu - Chennai UA District Cluster	1829
District/District Cluster	Tamil Nadu - Coimbatore	1500
District/District Cluster	Tamil Nadu - District Cluster 10	795
District/District Cluster	Tamil Nadu - District Cluster 11	1249
District/District Cluster	Tamil Nadu - District Cluster 6	2368
District/District Cluster	Tamil Nadu - District Cluster 7	702
District/District Cluster	Tamil Nadu - District Cluster 8	725
District/District Cluster	Tamil Nadu - District Cluster 9	1479
District/District Cluster	Tamil Nadu - Madurai	1370
District/District Cluster	Tamil Nadu - Salem	1368
District/District Cluster	Tamil Nadu - Vellore	708
District/District Cluster	Telangana - District Cluster 14	780
District/District Cluster	Telangana - District Cluster 15	789
District/District Cluster	Telangana - Hyderabad UA District Cluster	2043
District/District Cluster	Telangana - Karimnagar	821
District/District Cluster	Telangana - Mahbubnagar	809
District/District Cluster	Telangana - Warangal	1424
District/District Cluster	Tripura - District Cluster 1	758

SAMPLE BY GEOGRAPHY - INDIVIDUALS

Reporting Unit	Variable	INDIVIDUALS
District/District Cluster	Uttar Pradesh - Agra	1489
District/District Cluster	Uttar Pradesh - Aligarh	1419
District/District Cluster	Uttar Pradesh - Azamgarh	762
District/District Cluster	Uttar Pradesh - Bareilly	1460
District/District Cluster	Uttar Pradesh - Bijnor	732
District/District Cluster	Uttar Pradesh - District Cluster 15	799
District/District Cluster	Uttar Pradesh - District Cluster 16	776
District/District Cluster	Uttar Pradesh - District Cluster 17	769
District/District Cluster	Uttar Pradesh - District Cluster 18	762
District/District Cluster	Uttar Pradesh - District Cluster 19	770
District/District Cluster	Uttar Pradesh - District Cluster 20	1406
District/District Cluster	Uttar Pradesh - District Cluster 21	1479
District/District Cluster	Uttar Pradesh - District Cluster 22	751
District/District Cluster	Uttar Pradesh - District Cluster 23	777
District/District Cluster	Uttar Pradesh - District Cluster 24	1489
District/District Cluster	Uttar Pradesh - District Cluster 25	1401
District/District Cluster	Uttar Pradesh - District Cluster 26	798
District/District Cluster	Uttar Pradesh - District Cluster 27	1556
District/District Cluster	Uttar Pradesh - District Cluster 28	2409
District/District Cluster	Uttar Pradesh - District Cluster 29	751
District/District Cluster	Uttar Pradesh - District Cluster 30	772
District/District Cluster	Uttar Pradesh - Ghazipur	790
District/District Cluster	Uttar Pradesh - Gorakhpur	1412
District/District Cluster	Uttar Pradesh - Jaunpur	753
District/District Cluster	Uttar Pradesh - Kheri	705
District/District Cluster	Uttar Pradesh - Lucknow	1489
District/District Cluster	Uttar Pradesh - Moradabad	1485
District/District Cluster	Uttar Pradesh - Muzaffarnagar	713
District/District Cluster	Uttar Pradesh - Saharanpur	1393
District/District Cluster	Uttar Pradesh - Varanasi	1449

SAMPLE BY GEOGRAPHY - INDIVIDUALS

Reporting Unit	Variable	INDIVIDUALS
District/District Cluster	Uttarakhand - District Cluster 2	1346
District/District Cluster	Uttarakhand - Hardwar	803
District/District Cluster	West Bengal - Bankura	789
District/District Cluster	West Bengal - Bardhaman	2208
District/District Cluster	West Bengal - Birbhum	806
District/District Cluster	West Bengal - District Cluster 16	1450
District/District Cluster	West Bengal - District Cluster 17	778
District/District Cluster	West Bengal - Haora	784
District/District Cluster	West Bengal - Hugli	827
District/District Cluster	West Bengal - Koch Bihar	776
District/District Cluster	West Bengal - Kolkata UA District Cluster	3951
District/District Cluster	West Bengal - Maldah	783
District/District Cluster	West Bengal - Murshidabad	835
District/District Cluster	West Bengal - Nadia	803
District/District Cluster	West Bengal - North Twenty Four Parganas	924
District/District Cluster	West Bengal - Paschim Medinipur	760
District/District Cluster	West Bengal - Purba Medinipur	753
District/District Cluster	West Bengal - Puruliya	759
District/District Cluster	West Bengal - South Twenty Four Parganas	779

SAMPLE BY GEOGRAPHY - INDIVIDUALS

Reporting Unit	Variable	INDIVIDUALS
Reporting Towns	Agra UA	965
Reporting Towns	Ahmadabad UA	1682
Reporting Towns	Ajmer UA	903
Reporting Towns	Aligarh UA	888
Reporting Towns	Allahabad UA	963
Reporting Towns	Amravati (M Corp.)	727
Reporting Towns	Amritsar UA	951
Reporting Towns	Asansol UA	921
Reporting Towns	Aurangabad UA	986
Reporting Towns	Bangalore UA	1811
Reporting Towns	Bareilly UA	960
Reporting Towns	Belgaum UA	827
Reporting Towns	Bhavnagar UA	914
Reporting Towns	Bhiwandi UA	869
Reporting Towns	Bhopal UA	934
Reporting Towns	Bhubaneswar UA	960
Reporting Towns	Bikaner (M Corp.)	908
Reporting Towns	Bokaro Steel City UA	845
Reporting Towns	Chandigarh UA	989
Reporting Towns	Chennai UA	1829
Reporting Towns	Coimbatore UA	980
Reporting Towns	Cuttack UA	884
Reporting Towns	Dehradun UA	834
Reporting Towns	Delhi UA	4199
Reporting Towns	Dhanbad UA	906
Reporting Towns	Durgapur UA	789
Reporting Towns	Durg-Bhilainagar UA	965
Reporting Towns	Erode UA	876
Reporting Towns	Faridabad (M Corp.)	1000
Reporting Towns	Firozabad (NPP)	923
Reporting Towns	Ghaziabad UA	985
Reporting Towns	Gorakhpur UA	902

SAMPLE BY GEOGRAPHY - INDIVIDUALS

Reporting Unit	Variable	INDIVIDUALS
Reporting Towns	Gulbarga UA	840
Reporting Towns	Guntur UA	947
Reporting Towns	Gurgaon UA	930
Reporting Towns	Guwahati UA	838
Reporting Towns	Gwalior UA	931
Reporting Towns	Hubli-Dharwad (M Corp.)	874
Reporting Towns	Hyderabad UA	2043
Reporting Towns	Indore UA	858
Reporting Towns	Jabalpur UA	952
Reporting Towns	Jaipur (M Corp.)	910
Reporting Towns	Jalandhar UA	795
Reporting Towns	Jammu UA	710
Reporting Towns	Jamnagar UA	875
Reporting Towns	Jamshedpur UA	915
Reporting Towns	Jhansi UA	877
Reporting Towns	Jodhpur UA	960
Reporting Towns	Kannur UA	809
Reporting Towns	Kanpur UA	913
Reporting Towns	Kochi UA	938
Reporting Towns	Kolhapur UA	948
Reporting Towns	Kolkata UA	3951
Reporting Towns	Kollam UA	897
Reporting Towns	Kota (M Corp.)	871
Reporting Towns	Kozhikode UA	792
Reporting Towns	Lucknow UA	972
Reporting Towns	Ludhiana (M Corp.)	1033
Reporting Towns	Madurai UA	975
Reporting Towns	Malappuram UA	868
Reporting Towns	Malegaon UA	883
Reporting Towns	Mangalore UA	865
Reporting Towns	Meerut UA	953
Reporting Towns	Moradabad (M Corp.)	907

SAMPLE BY GEOGRAPHY - INDIVIDUALS

Reporting Unit	Variable	INDIVIDUALS
Reporting Towns	Mumbai UA	3741
Reporting Towns	Mysore UA	885
Reporting Towns	Nagpur UA	934
Reporting Towns	Nanded Waghala (M Corp.)	905
Reporting Towns	Nashik UA	920
Reporting Towns	Nellore UA	912
Reporting Towns	Noida + Greater Noida	971
Reporting Towns	Patna UA	935
Reporting Towns	Puducherry UA	800
Reporting Towns	Pune UA	2047
Reporting Towns	Raipur UA	923
Reporting Towns	Rajkot UA	1000
Reporting Towns	Ranchi UA	977
Reporting Towns	Raurkela UA	915
Reporting Towns	Saharanpur (M Corp.)	854
Reporting Towns	Salem UA	851
Reporting Towns	Sangali UA	941
Reporting Towns	Siliguri UA	899
Reporting Towns	Solapur (M Corp.)	936
Reporting Towns	Surat UA	958
Reporting Towns	Thiruvananthapuram UA	805
Reporting Towns	Thrissur UA	869
Reporting Towns	Tiruchirappalli UA	918
Reporting Towns	Tiruppur UA	850
Reporting Towns	Ujjain (M Corp.)	874
Reporting Towns	Vadodara UA	937
Reporting Towns	Varanasi UA	926
Reporting Towns	Vasai Virar City (M Corp.)	905
Reporting Towns	Vijayawada UA	993
Reporting Towns	Visakhapatnam (GVMC)	950
Reporting Towns	Warangal UA	903

SAMPLE BY GEOGRAPHY - INDIVIDUALS

Reporting Unit	Variable	INDIVIDUALS
Delhi District Cluster	Delhi-Zone 1	1068
Delhi District Cluster	Delhi-Zone 2	1023
Delhi District Cluster	Delhi-Zone 3	1061
Delhi District Cluster	Delhi-Zone 4	1047
Kolkata District Cluster	Kolkata-Zone 1	937
Kolkata District Cluster	Kolkata-Zone 2	974
Kolkata District Cluster	Kolkata-Zone 3	1020
Kolkata District Cluster	Kolkata-Zone 4	1020
Mumbai District Cluster	Mumbai-Zone 1	957
Mumbai District Cluster	Mumbai-Zone 2	930
Mumbai District Cluster	Mumbai-Zone 3	919
Mumbai District Cluster	Mumbai-Zone 4	935

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 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 Bubble Gums, Shampoos, Conditioners, Soft Drinks etc

Note:

The above information areas have been captured through a randomly selected 12+ family member..

IRS SOFTWARE

Reporting and Analysis Tool

- IRS 2014 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 2014 data can be trended with the IRS 2013 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
Quarterlies	Last 3 months
Bi-Monthlies	Last 2 months
Monthlies	Last 1 Month
Fortnightlies	Last 15 Days
Weeklies	Last 7 Days
Bi-Weeklies	Last 3 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)

MEDIA DEFINITIONS

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.

MEDIA DEFINITIONS

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

MEDIA DEFINITIONS

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.

MEDIA DEFINITIONS

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.

MEDIA DEFINITIONS

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.

MEDIA DEFINITIONS

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.

MEDIA DEFINITIONS

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.

MEDIA DEFINITIONS

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. $\text{Average Frequency} = \frac{\text{Gross Impressions(000)}}{\text{Net Reach(000) or GRP's / Net Reach \%}}$
- 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.

MEDIA DEFINITIONS

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.

MEDIA DEFINITIONS

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 DEFINITIONS

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 DEFINITIONS

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.

MEDIA DEFINITIONS

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.

MEDIA DEFINITIONS

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.

MEDIA DEFINITIONS

Range

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

Rate

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

Rate Base

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

Rate Card

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

Raw Data

Refers to data before analysis or weighting.

Reach Curve

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

Readership

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

Respondent

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

Respondent Level Data

Data from an individual respondent.

MEDIA DEFINITIONS

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

MEDIA DEFINITIONS

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)

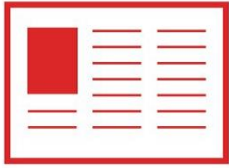
That portion of the total audience defined to be the most likely purchasers of a given product or service. Usually defined in terms of specific demographic (age, sex, income, etc.), purchase, or ownership characteristics. $\text{Demographic Audience} = \text{Total Audience} \times \text{Audience Composition}$.

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



INDIAN
READERSHIP
SURVEY

THANK YOU

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