



IRS

Indian Readership Survey
World's largest Survey

IRS 2011 Q2
Topline Findings

Growth: Literacy & Media Consumption

	2010 Q4	2011Q1	2011 Q2	CAGR (10Q4-11Q2)
Literacy	616807	623796	629145	4.0
Any Media	615401	620272	626287	3.6
Press	342703	344581	347763	3.0
TV	516407	522444	531757	6.0
C&S	403383	416505	433208	15.3
Radio	163913	161486	161452	-3.0
Cinema	81663	79710	77832	-9.2
Internet	24329	25923	28406	36.3

Growth in Living Standards

Distribution of households by HPI percentile (indexed to 1000)

HPI	2010 Q4	2011Q1	2011Q2	CAGR (10Q4-11Q2)
0 – 5	134980	133604	132737	-3.3
6 – 10	41264	42604	43891	13.1
11 – 20	30666	31137	31376	4.7
21 – 30	8140	8179	8213	1.8
31 – 50	7536	7681	7643	2.9
51 – 70	2298	2421	2376	6.9
71 – 100	3515	3620	3814	17.7
101 – 150	1840	1926	2014	19.8
151 – 200	1199	1264	1375	31.5
200 +	2077	2204	2325	25.3
Average HPI	13.7	14.1	14.5	12.0

- Household Premiumness Index (HPI) is a composite of 50 variables, including demographics, product ownership / usage & services.
- It is an indicator of 'Living Standard'.
- It is a continuous variable which lets you define your target group more finely.
- To know more about HPI, please write to us at irshelpdesk@hansaresearch.com

Top 10 Publications

Top 10 Publications

Publication	Language	Periodicity	2011 Q1	2011 Q2
Dainik Jagran	Hin	D	15910	16393
Dainik Bhaskar	Hin	D	14016	14174
Hindustan	Hin	D	11810	11985
Malayala Manorama	Mal	D	9938	9962
Amar Ujala	Hin	D	8747	8891
Lokmat	Mar	D	7486	7595
The Times Of India	Eng	D	7442	7471
Daily Thanthi	Tam	D	7187	7290
Rajasthan Patrika	Hin	D	7033	6941
Mathrubhumi	Mal	D	6800	6690

Top 10 Dailies

Publication	Language	Periodicity	2011 Q1	2011 Q2
Dainik Jagran	Hin	D	15910	16393
Dainik Bhaskar	Hin	D	14016	14174
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Rajasthan Patrika	Hin	D	7033	6941
Mathrubhumi	Mal	D	6800	6690

Top 10 Magazines

Publication	Language	Periodicity	2011 Q1	2011 Q2
Vanitha	Mal	F	2653	2671
Pratiyogita Darpan	Hin	M	2027	2154
Saras Salil	Hin	F	1945	2039
India Today	Eng	W	1650	1724
Malayala Manorama	Mal	W	1413	1393
Cricket Samrat	Hin	M	984	1213
Meri Saheli	Hin	M	1100	1174
India Today	Hin	W	1137	1144
Kumudam	Tam	W	1066	1066
Grehlakshmi	Hin	M	1031	1010



Dailies

Top 10 Hindi Dailies

Publication	2011 Q1	2011 Q2
Dainik Jagran	15910	16393
Dainik Bhaskar	14016	14174
Hindustan	11810	11985
Amar Ujala	8747	8891
Rajasthan Patrika	7033	6941
Punjab Kesari	3479	3414
Navbharat Times	2589	2650
Prabhat Khabar	1812	1893
Nai Dunia	1762	1714
Hari Bhoomi	1418	1437

(AIR numbers; All figures in '000)

Top 10 English Dailies

Publication	2011 Q1	2011 Q2
The Times Of India	7442	7471
Hindustan Times	3692	3737
The Hindu	2095	2077
The Telegraph	1203	1209
Deccan Chronicle	1035	1088
DNA	822	824
The Economic Times	769	785
Mumbai Mirror	780	758
The Tribune	569	567
The New Indian Express	550	559

Top 10 Language Dailies

Publication	Language	201 1Q1	201 1Q2
Malayala Manorama	Mal	9938	9962
Lokmat	Mar	7486	7595
Daily Thanthi	Tam	7187	7290
Mathrubhumi	Mal	6800	6690
Ananda Bazar Patrika	Ben	6118	6063
Eenadu	Tel	5991	6032
Gujarat Samachar	Guj	5276	5220
Dinakaran	Tam	5123	5167
Sakshi	Tel	5042	5106
Daily Sakal	Mar	4568	4448

Magazines

Top 10 Hindi Magazines

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Pratiyogita Darpan	M	2027	2154
Saras Salil	F	1945	2039
Cricket Samrat	M	984	1213
Meri Saheli	M	1100	1174
India Today	W	1137	1144
Grehlakshmi	M	1031	1010
Grih shobha	F	1061	1008
Champak	F	843	873
Vanitha	M	707	764
Nirogdham	Q	711	763

Top 10 English Magazines

Publication	Periodicity	2011 Q1	2011 Q2
India Today	W	1650	1724
Readers Digest	M	960	998
General Knowledge Today	M	1002	977
Competition Success Review	M	684	654
Outlook	W	438	456
The Week	W	325	396
Filmfare	F	382	366
Stardust	M	352	342
Femina	F	337	339
Business Today	F	309	333

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Vanitha	Mal	F	2653	2671
Malayala Manorama	Mal	W	1413	1393
Kumudam	Tam	W	1066	1066
Karmakshetra	Ben	W	894	916
Mathrubhumi Arogya Masika	Mal	M	929	914
Ananda Vikatan	Tam	W	879	847
Balarama	Mal	W	812	818
Mathrubhumi Thozhil Vartha	Mal	W	816	790
Karmasangsthaan	Ben	W	686	738
Kungumam	Tam	W	725	722