

IRS 2012 Q1 Topline Findings

IRS

Indian Readership Survey

World's largest Survey



Growth: Literacy & Media Consumption

	2011 Q3	2011 Q4	2012 Q1	% CAGR (2011 Q3-2012 Q1)
Literacy	634883	639705	643321	2.7
Any Media	630514	636307	640396	3.2
Press	349889	350347	352115	1.3
TV	539868	549864	554651	5.6
C&S	448243	462383	475176	12.4
Radio	158284	156692	154941	-4.2
Cinema	76832	75768	75195	-4.2
Internet	30888	34409	37483	47.3



Growth in Living Standards

Distribution of HHs by HPI Percentile (index to 1000)

HPI	2011 Q3	2011 Q4	2012 Q1	CAGR
0 – 5	130244	126134	123166	-10.6
6 – 10	45205	46822	47970	12.6
11 – 20	32148	33635	34358	14.2
21 – 30	8790	9422	10098	32.0
31 – 50	8018	8638	9174	30.9
51 – 70	2509	2772	2991	42.1
71 – 100	3974	4123	4513	29.0
101 – 150	2142	2327	2475	33.5
151 – 200	1411	1488	1539	19.0
200 +	2476	2718	2942	41.2
Average HPI	15	15.9	16.6	22.5

- 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.



TOP 10 PUBLICATIONS

Top 10 Publications

Publication	Language	Periodicity	2011Q4	2012Q1
Dainik Jagran	Hin	D	16410	16412
Dainik Bhaskar	Hin	D	14602	14553
Hindustan	Hin	D	12045	12157
Malayala Manorama	Mal	D	9937	9875
Amar Ujala	Hin	D	8842	8693
The Times Of India	Eng	D	7616	7652
Lokmat	Mar	D	7562	7485
Daily Thanthi	Tam	D	7503	7477
Rajasthan Patrika	Hin	D	6847	6807
Mathrubhumi	Mal	D	6666	6600

(AIR numbers; All figures in '000)

Top 10 Dailies

Publication	Language	Periodicity	2011Q4	2012Q1
Dainik Jagran	Hin	D	16410	16412
Dainik Bhaskar	Hin	D	14602	14553
Hindustan	Hin	D	12045	12157
Malayala Manorama	Mal	D	9937	9875
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Daily Thanthi	Tam	D	7503	7477
Rajasthan Patrika	Hin	D	6847	6807
Mathrubhumi	Mal	D	6666	6600

(AIR numbers; All figures in '000)

Top 10 Magazines

Publication	Language	Periodicity	2011 Q4	2012 Q1
Vanitha	Mal	F	2516	2444
Pratiyogita Darpan	Hin	M	2001	1893
SamanyaGyan Darpan	Hin	M	1678	1644
India Today	Eng	W	1611	1613
Saras Salil	Hin	F	1768	1601
Meri Saheli	Hin	M	1213	1259
Cricket Samrat	Hin	M	1154	1176
Malayala Manorama	Mal	W	1206	1163
Karmakshetra	Ben	W	1090	1142
General Knowledge Today	Eng	M	1092	1086

(AIR numbers; All figures in '000)

DAILIES

Top 10 Hindi Dailies

Publication	2011 Q4	2012 Q1
Dainik Jagran	16410	16412
Dainik Bhaskar	14602	14553
Hindustan	12045	12157
Amar Ujala	8842	8693
Rajasthan Patrika	6847	6807
Punjab Kesari	3330	3386
Navbharat Times	2573	2588
Prabhat Khabar	2187	2437
Patrika	1787	1946
Nai Dunia	1649	1688

(AIR numbers; All figures in '000)

Top 10 English Dailies

Publication	2011 Q4	2012 Q1
The Times Of India	7616	7652
Hindustan Times	3791	3805
The Hindu	2240	2233
The Telegraph	1273	1292
Deccan Chronicle	1034	1027
DNA	897	909
The Economic Times	790	792
Mumbai Mirror	803	777
The New Indian Express	637	678
The Tribune	585	624

(AIR numbers; All figures in '000)

Top 10 Language Dailies

Publication	Language	2011 Q4	2012 Q1
Malayala Manorama	Mal	9937	9875
Lokmat	Mar	7562	7485
Daily Thanthi	Tam	7503	7477
Mathrubhumi	Mal	6666	6600
Ananda Bazar Patrika	Ben	6049	5970
Eenadu	Tel	5991	5906
Sakshi	Tel	5303	5244
Gujarat Samachar	Guj	5169	5224
Dinakaran	Tam	5227	5108
Daily Sakal	Mar	4400	4396

(AIR numbers; All figures in '000)

MAGAZINES

Top 10 Hindi Magazines

Publication	Periodicity	2011 Q4	2012 Q1
Pratiyogita Darpan	M	2001	1893
SamanyaGyan Darpan	M	1678	1644
Saras Salil	F	1768	1601
Meri Saheli	M	1213	1259
Cricket Samrat	M	1154	1176
India Today	W	1072	1051
Grehlakshmi	M	952	958
Grih shobha	F	951	860
Champak	F	853	811
Nirogdham	Q	752	747

(AIR numbers; All figures in '000)



Top 10 English Magazines

Publication	Periodicity	2011 Q4	2012 Q1
India Today	W	1611	1613
General Knowledge Today	M	1092	1086
Readers Digest	M	1058	1043
Competition Success Review	M	697	705
Outlook	W	487	492
Pratiyogita Darpan	M	404	446
The Week	W	438	418
Stardust	M	403	411
Business Today	F	357	397
Wisdom	M	327	359

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Top 10 Language Magazines

Publication	Language	Periodicity	2011 Q4	2012 Q1
Vanitha	Mal	F	2516	2444
Malayala Manorama	Mal	W	1206	1163
Karmakshetra	Ben	W	1090	1142
Karmasangsthaan	Ben	W	907	934
Kumudam	Tam	W	976	884
Mathrubhumi Arogya Masika	Mal	M	892	826
Balarama	Mal	W	804	787
Mathrubhumi Thozhil Vartha	Mal	W	758	735
Saptahik Bartaman	Ben	W	720	734
Ananda Vikatan	Tam	W	728	677

(AIR numbers; All figures in '000)

THANK YOU