

INDIAN  
READERSHIP  
SURVEY

2014



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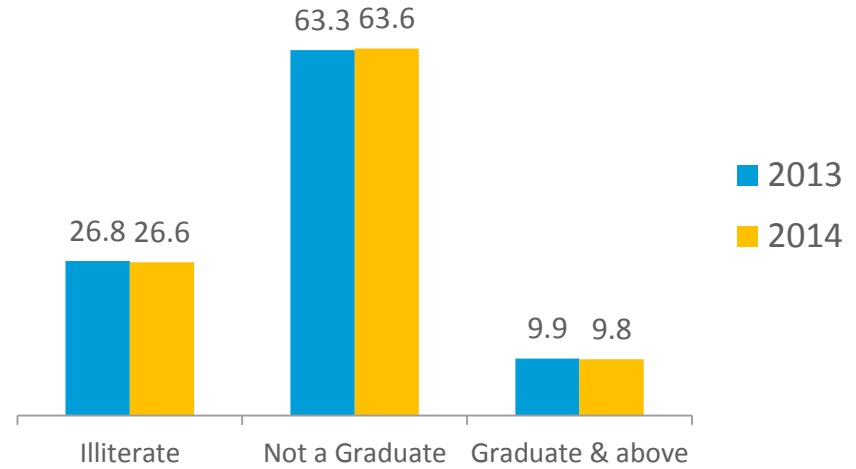
## THE INDIAN CONSUMER

# INDIA DEMOGRAPHICS

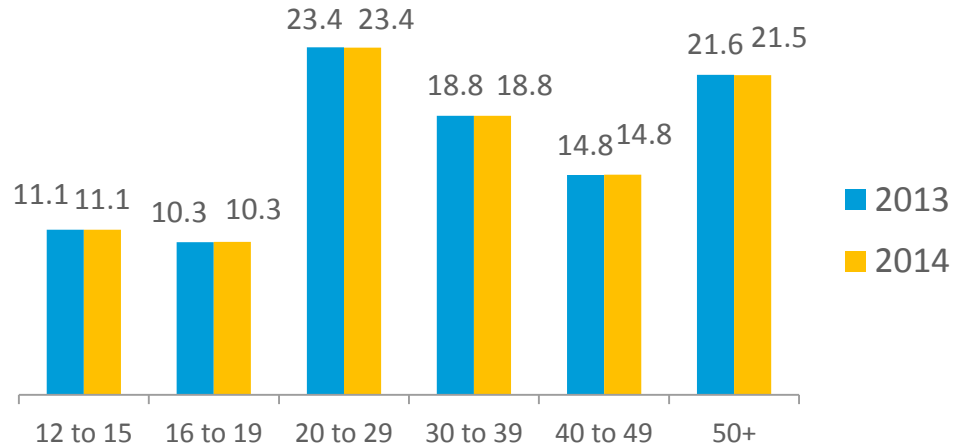


**2672 Lakh Households**  
**9624 Lakh 12+ Individuals**

## Education\*



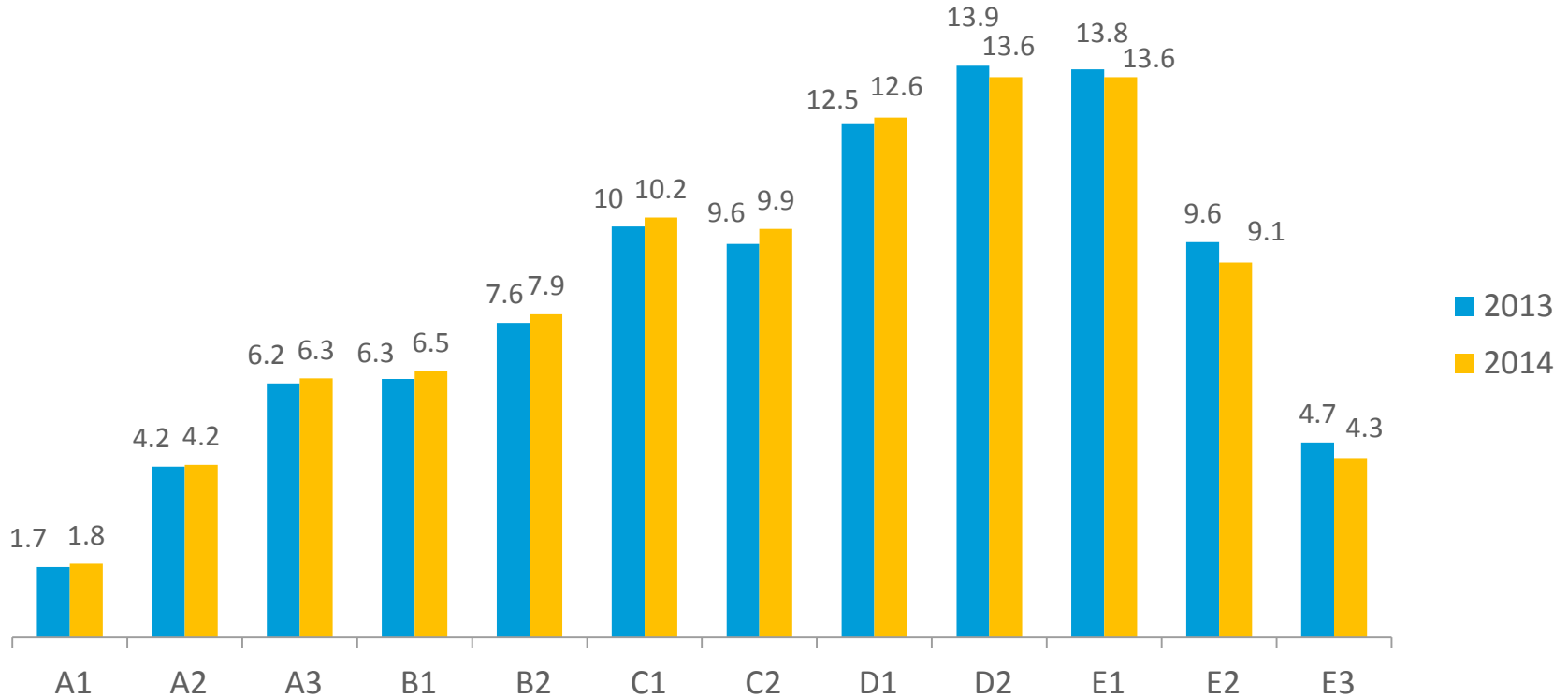
## Age Distribution\*



Individual Universe Estimated to March 2014  
 \* Individuals 12+, Base (000s) – 9,62,389

# STEADY GROWTH IN AFFLUENCE

## National Consumer Classification System



Household Universe estimated to March 2014  
Base (000s) – 267,622



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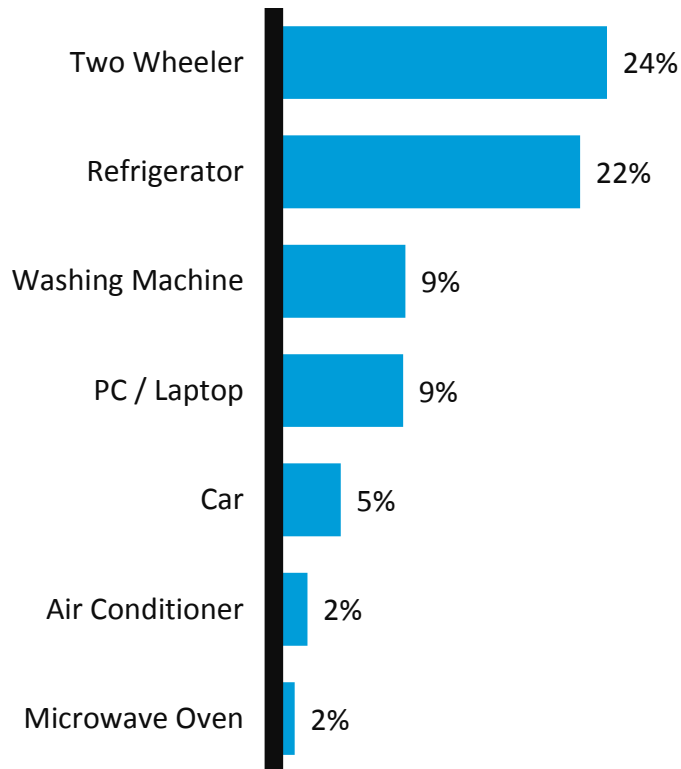


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# LOW PENETRATION: AN OPPORTUNITY

## Durable Ownership

All India



## Consumer Products' Purchase

All India

Purchase Incidence Among Households	Products
75 – 100%	Edible Oil, Sugar, Tea, Toothpaste, Fabric Washing (Powders / Liquids), Fabric Washing (Cakes / Bars)
50 – 74%	Agarbatti, Biscuits
25 – 49%	Utensil Cleaners, Toilet Cleaners
1 – 24%	Coffee, Floor Cleaners, Milk Powder / Dairy Whiteners, Ketchup / Sauces, Honey, Chyawanprash, Cheese / Cheese Products

Base (000s) – 267,622  
All Households



## MEDIA CONSUMPTION

# MEDIA CONSUMPTION

**ANY  
MEDIA**

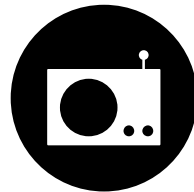
**677,435**  
**(+21,184)**



**301,570**  
**(+19,740)**



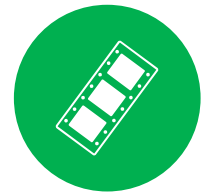
**621,118**  
**(+18,498)**



**98,967**  
**(+15,287)**



**58,518**  
**(+7,846)**



**77,939**  
**(+1,536)**

Base (000s) – 962,389  
Figures in 000s  
Figures in brackets indicate growth over IRS 2013

# TOP PUBLICATIONS

Publication	Language	Periodicity	Readership*	
			2013	2014
Dainik Jagran	Hindi	Daily	15,527	16,631
Hindustan	Hindi	Daily	14,246	14,746
Dainik Bhaskar	Hindi	Daily	12,857	13,830
Malayala Manorama	Malayalam	Daily	8,565	8,803
Daily Thanthi	Tamil	Daily	8,156	8,283
Rajasthan Patrika	Hindi	Daily	7,665	7,905
Amar Ujala	Hindi	Daily	7,071	7,808
The Times Of India	English	Daily	7,254	7,590
Mathrubhumi	Malayalam	Daily	6,136	6,020
Lokmat	Marathi	Daily	5,601	5,887

Base (000s) – 962,389

\* AIR, Figures in 000s



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# TOP DAILIES

Publication	Language	Periodicity	Readership*	
			2013	2014
Dainik Jagran	Hindi	Daily	15,527	16,631
Hindustan	Hindi	Daily	14,246	14,746
Dainik Bhaskar	Hindi	Daily	12,857	13,830
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Daily Thanthi	Tamil	Daily	8,156	8,283
Rajasthan Patrika	Hindi	Daily	7,665	7,905
Amar Ujala	Hindi	Daily	7,071	7,808
The Times Of India	English	Daily	7,254	7,590
Mathrubhumi	Malayalam	Daily	6,136	6,020
Lokmat	Marathi	Daily	5,601	5,887

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\* AIR, Figures in 000s



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# TOP HINDI DAILIES

Publication	Language	Periodicity	Readership*	
			2013	2014
Dainik Jagran	Hindi	Daily	15,527	16,631
Hindustan	Hindi	Daily	14,246	14,746
Dainik Bhaskar	Hindi	Daily	12,857	13,830
Rajasthan Patrika	Hindi	Daily	7,665	7,905
Amar Ujala	Hindi	Daily	7,071	7,808
Patrika	Hindi	Daily	4,628	4,847
Prabhat Khabar	Hindi	Daily	2,719	2,988
Navbharat Times	Hindi	Daily	2,480	2,736
Hari Bhoomi	Hindi	Daily	2,757	2,571
Punjab Kesari	Hindi	Daily	2,291	2,377

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# TOP ENGLISH DAILIES

Publication	Language	Periodicity	Readership*	
			2013	2014
The Times Of India	English	Daily	7,254	7,590
Hindustan Times	English	Daily	4,335	4,515
The Hindu	English	Daily	1,473	1,622
Mumbai Mirror	English	Daily	1,084	1,195
The Telegraph	English	Daily	937	1,003
The Economic Times	English	Daily	722	834
Mid Day	English	Daily	500	573
The Tribune	English	Daily	453	507
Deccan Herald	English	Daily	458	442
Deccan Chronicle	English	Daily	337	361

Base (000s) – 962,389

\* AIR, Figures in 000s

# TOP LANGUAGE DAILIES

Publication	Language	Periodicity	Readership*	
			2013	2014
Malayala Manorama	Malayalam	Daily	8,565	8,803
Daily Thanthi	Tamil	Daily	8,156	8,283
Mathrubhumi	Malayalam	Daily	6,136	6,020
Lokmat	Marathi	Daily	5,601	5,887
Anandabazar Patrika	Bengali	Daily	5,515	5,653
Eenadu	Telugu	Daily	5,380	5,608
Gujarat Samachar	Gujarati	Daily	4,339	4,642
Daily Sakal	Marathi	Daily	3,707	4,007
Sandesh	Gujarati	Daily	3,724	3,849
Sakshi	Telugu	Daily	3,368	3,694

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# TOP MAGAZINES

Publication	Language	Periodicity	Readership*	
			2013	2014
Vanitha	Malayalam	Fortnightly	2,762	2,829
Pratiyogita Darpan	Hindi	Monthly	1,457	1,687
India Today	English	Weekly	1,532	1,634
India Today	Hindi	Weekly	1,151	1,364
Saras Salil	Hindi	Fortnightly	1,174	1,354
Samanya Gyan Darpan	Hindi	Monthly	1,094	1,309
Grih Shobha	Hindi	Fortnightly	979	1,057
Mathrubhumi Arogya Masika	Malayalam	Monthly	928	974
Manorama Thozil Veedhi	Malayalam	Weekly	1012	873
Jagran Josh Plus	Hindi	Weekly	783	821

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\* AIR, Figures in 000s

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Pratiyogita Darpan	Hindi	Monthly	1,457	1,687
India Today	Hindi	Weekly	1,151	1,364
Saras Salil	Hindi	Fortnightly	1,174	1,354
Samanya Gyan Darpan	Hindi	Monthly	1,094	1,309
Grih Shobha	Hindi	Fortnightly	979	1,057
Jagran Josh Plus	Hindi	Weekly	783	821
Cricket Samrat	Hindi	Monthly	643	693
Diamond Cricket Today	Hindi	Monthly	404	639
Meri Saheli	Hindi	Monthly	562	634
Sarita	Hindi	Fortnightly	476	553

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Publication	Language	Periodicity	Readership*	
			2013	2014
India Today	English	Weekly	1,532	1,634
Pratiyogita Darpan	English	Monthly	571	689
General Knowledge Today	English	Monthly	507	621
The Sportstar	English	Weekly	543	528
Competition Success Review	English	Monthly	394	466
Outlook English	English	Weekly	452	425
Readers Digest	English	Monthly	356	348
Filmfare	English	Fortnightly	276	342
Diamond Cricket Today	English	Monthly	263	321
Femina	English	Fortnightly	259	309

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Mathrubhumi Arogya Masika	Malayalam	Monthly	928	974
Manorama Thozilveedhi	Malayalam	Weekly	1,012	873
Kumudam	Tamil	Weekly	769	800
Karmasangsthaan	Bengali	Weekly	614	772
Mathrubhumi Thozhilvartha	Malayalam	Weekly	874	754
Grihalakshmi	Malayalam	Monthly	826	750
Malayala Manorama	Malayalam	Weekly	661	710
Kungumam	Tamil	Weekly	658	703
Karmakshetra	Bengali	Weekly	600	680

Base (000s) – 962,389

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# RESPONSIBLE USE OF IRS DATA

## Usage of data

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

## Data Reporting Threshold

Any estimate based on a respondent count of less than 30 cannot be analyzed or published. A variable with respondent count of less than 30 does not meet the statistically valid threshold. Hence, all such estimates will not be reported in the IRS reporting tool: Clear Decisions.

## Comparisons with previous rounds

IRS 2014 data can be compared/ trended versus IRS 2013. However, it is not suggested to compare IRS 2014 results with IRS reports published before 2013, following the changes in the design of the survey.

For more information, please refer IRS 2014 release notes @ [www.mruc.net](http://www.mruc.net)

## IRS estimates are range estimates

Please note that IRS estimates are range estimates and not point estimates. This implies that there is an 'Error of Margin' associated with the IRS estimates, and thus the estimates operate within a range at 90% confidence level. To calculate this range for any IRS estimate, please visit the MRUC website>Statistical Significance



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