

INDIAN READERSHIP SURVEY 2019 Q3

DATE : 27th December 2019

IRS 2019Q3 report is rolling average over Last quarter of 2017 (Q4), and Three quarters of 2019 (Q1+Q2 +Q3 2019); reporting sample of 3,15,255 HHs

**All India Sample excluding Andhra Pradesh - For IRS 2019 Q3; subject to change*

NCCS AB continues on an Upward Trend

All media hold on to their loyal consumers in spite growth in internet consumption.
Total reach across all media continues to grow.

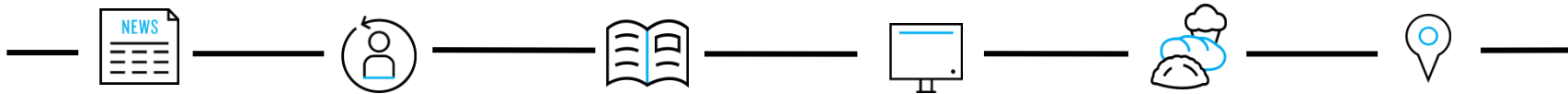
More Indians read and understand English now

Data for AP is not included in the current release and will be updated shortly.
J&K fieldwork affected because of administrative/political developments

REPORTING PERIOD

This report is based on a **Rolling Average** of data from Last quarter of IRS 2017, 2 quarters IRS 2019 (Q1) and (Q2) and one fresh quarter – Q3 of IRS 2019

Quarter	Start Date	End Date
IRS 2017 Q4	August'17	December'17
IRS 2019 Q1	November'18	April'19
IRS 2019 Q2	April'19	July '19
IRS 2019 Q3	August'19	November'19



Key Trends

NCCS ABC continue to rise

NCCS %	IRS Q1 2019 REPORTED	IRS Q2 2019 REPORTED	IRS Q3 2019 REPORTED
A1	2.3	2.4	2.55
A	15.4	16.2	17.1
B	20.0	20.6	21.42
C	26.9	27.8	27.91
DE	37.7	35.4	33.58

All Media Holding Their Own Despite Internet Growth

Figs in %

% REACH WITHIN 12+ INDIVIDUALS	TOTALS IRS'19 Q1	TOTALS IRS'19 Q2	TOTALS IRS'19 Q3	URBAN IRS'19 Q1	URBAN IRS'19 Q2	URBAN IRS'19 Q3	RURAL IRS'19 Q1	RURAL IRS'19 Q2	RURAL IRS'19 Q3
Universe size (000s), 12+ years	107,85,43	108,71,43	105,10,63	37,69,76	38,06,77	36,86,85	70,15,67	70,64,66	68,23,79
TV in last 1 month (L1M)	77	76	76	90	89	88	70	70	69
Newspapers read in L1M	39	39	38	53	53	52	32	31	31
Magazines read in L1M	6	5	5	9	9	9	4	4	3
Listened to Radio in L1M	20	20	21	29	29	30	16	16	16
Accessed Internet in L1M	24	29	35	39	44	50	16	22	28
Watched Cinema in L1M	3	3	3	6	6	6	2	1	1

IRS Q3 2019 consists of Q4 2017 and Q1, Q2, Q3 2019

ENGLISH READ & UNDERSTAND CONTINUES TO GROW

English Read & Understand	ALL INDIA		
	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019
Figs in %			
ALL INDIA	26	27	29
Assam	25	29	30
Bihar	20	21	21
Chhattisgarh	16	16	16
Goa	55	55	56
Gujarat	16	17	18
Haryana	29	31	34
Himachal Pradesh	52	57	57
Jammu & Kashmir	63	64	64
Jharkhand	21	22	23
Karnataka	22	24	27
Kerala	37	45	48
Madhya Pradesh	13	14	14
Maharashtra	29	31	34
Manipur	48	52	49

English Read & Understand	ALL INDIA		
	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019
ALL INDIA	26	27	29
Meghalaya	31	38	43
Mizoram	21	35	47
NCT Of Delhi	47	48	50
Nagaland	57	59	67
Odisha	28	34	39
Punjab	47	50	53
Rajasthan	19	16	16
Sikkim	63	64	66
Tamil Nadu	27	29	30
Telangana	24	27	27
Tripura	28	28	30
Uttar Pradesh	29	29	29
Uttarakhand	34	36	35
West Bengal	31	34	35

Read in L1M (TR) %	ALL INDIA			URBAN			RURAL		
	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019
Any Hindi Dailies	17	17	17.0	21	21	21.1	15	15	14.8
Any English Dailies	2.9	3.0	3.2	7	7	7.6	0.7	0.76	0.8
Any Regional Dailies	20	19	18.6	28	28	26.9	15	15	14.2

AIR %	ALL INDIA			URBAN			RURAL		
	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019
Any Hindi Dailies	7.12	6.7	6.7	10.5	10.13	10.1	5.32	4.9	4.8
Any English Dailies	1.23	1.21	1.2	3.24	3.16	3.2	0.15	0.15	0.2
Any Regional Dailies	8.36	8.05	7.6	14.07	13.54	12.8	5.29	5.09	4.8

IRS Q3 2019 consists of Q4 2017 and Q1, Q2, Q3 2019

%	TR	TR	TR		AIR	AIR	AIR
	2019Q1	2019Q2	2019Q3		2019Q1	2019Q2	2019Q3
All India (excluding Andhra Pradesh – for IRS2019 Q3)	37.3	36.7	36.1		16.0	15.3	14.8
North States							
J&K	36.8	38.4	38.4		11.2	11.3	11.3
Punjab	43.1	43.3	42.9		16.6	16.7	16.5
Haryana	38.0	39.4	38.8		16.4	17.1	16.0
HP	54	55.5	54.3		21	21.1	20.5
Uttar Pradesh	36.0	35.0	33.5		14.7	13.4	12.6
Uttarakhand	49.6	45.8	43.2		23.1	18.8	17.2
NCT Delhi	48.7	47.7	47.0		25.7	24.3	23.6
Rajasthan	38.7	37.3	35.7		19.5	18.6	17.4

Any Dailies : TR, AIR : West

%	TR	TR	TR		AIR	AIR	AIR
	2019Q1	2019Q2	2019Q3		2019Q1	2019Q2	2019Q3
All India <i>(excluding Andhra Pradesh – for IRS2019 Q3)</i>	37.3	36.7	36.1		16.0	15.3	14.8
West States							
Maharashtra	42.1	42.7	43.0		19.1	19.2	19.1
MP	32.8	30.8	29.3		12.7	12.0	11.4
Gujarat	40.2	36.9	34.2		16.9	16.0	15.5
Goa	52.3	54.1	54.2		24.7	23.7	23.2
Chhattisgarh	36.2	34.0	30.7		15.2	13.9	12.3

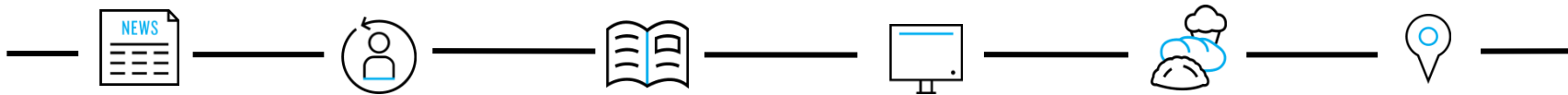
Any Dailies : TR, AIR : South

%	TR	TR	TR		AIR	AIR	AIR
	2019Q1	2019Q2	2019Q3		2019Q1	2019Q2	2019Q3
All India <i>(excluding Andhra Pradesh – for IRS2019 Q3)</i>	37.3	36.7	36.1		16.0	15.3	14.8
South States							
Telangana	36.4	34.4	30.4		17.7	16.5	15.4
Karnataka	39.7	39.7	39.7		16.3	15.5	15.3
Kerala	86	85.4	84.5		60.1	57.2	52.3
TN & Puduc.	51.0	51.6	52.1		16.2	16.4	16.5

Any Dailies : TR, AIR : East

%	TR	TR	TR		AIR	AIR	AIR
	2019Q1	2019Q2	2019Q3		2019Q1	2019Q2	2019Q3
All India <i>((excluding Andhra Pradesh – for IRS2019 Q3)</i>	37.3	36.7	36.1		16.0	15.3	14.8
East States							
Bihar	28.3	27.7	26.4		11.2	10.9	10.1
Jharkhand	27.8	26.5	27.0		10.5	9.6	10.0
Odisha	32.8	32.9	32.5		10.0	10.0	9.7
Assam	18.0	17.6	17.5		5.8	5.5	4.8
West Bengal	25.7	25.6	25.9		9.5	9.3	9.4

MAGAZINES	ALL INDIA			URBAN			RURAL		
	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019	IRS Q2 2019	IRS Q1 2019	IRS Q3 2019	IRS Q1 2019	IRS Q2 2019	IRS Q3 2019
% MAGAZINES - TR	8%	8%	8%	13%	13%	13%	5%	5%	5%
% MAGAZINES - AIR	4%	4%	4%	7%	7%	7%	3%	3%	3%



TOP PUBLICATIONS



Wtd Nos	TR	TR	TR		AIR	AIR	AIR
'000s	2019Q1	2019Q2	2019Q3		2019Q1	2019Q2	2019Q3
Mumbai							
TOI	2517	2625	2776		1280	1317	1292
HT	1640	1734	1884		885	869	859
Delhi							
TOI	2001	2058	2206		976	958	928
HT	2147	2054	2114		1220	1114	1076
Chennai							
TOI	719	743	846		264	265	279
Hindu	759	803	898		263	251	267
Kolkata							
TOI	650	632	643		323	323	304
Telegraph	720	713	691		338	345	324

*All India Sample excluding AP - For IRS 2019 Q3; subject to change

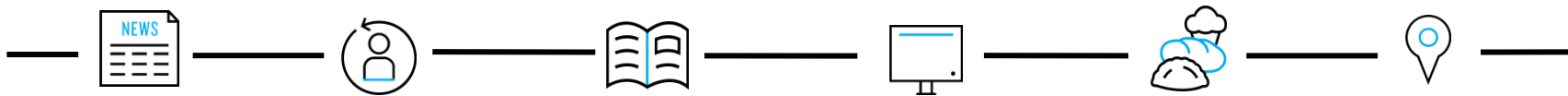
Wtd Nos	TR	TR	TR		AIR	AIR	AIR
'000s	2019Q1	2019Q2	2019Q3		2019Q1	2019Q2	2019Q3
UP							
Dainik Jagran	40919	40290	38758		12077	10336	9971
Amar Ujala	38372	37815	35776		8088	8073	7732
Hindustan	28614	28141	27297		9991	8260	7626
Bihar							
Hindustan	16585	15983	15059		5185	4780	4331
Dainik Jagran	13588	13358	12599		3410	3448	3218
Prabhat Khabar	8820	7956	7420		2001	1841	1798
Dainik Bhaskar	4970	5877	6263		1504	1648	1830
Jharkhand							
Prabhat Khabar	4801	4722	4599		1274	1329	1403
Hindustan	4240	3800	3899		1232	1051	1015
Dainik Jagran	3763	3507	3538		921	769	812
Dainik Bhaskar	2115	2074	2263		618	554	575

Wtd No.s	TR	TR	TR		AIR	AIR	AIR
'000s	2019Q1	2019Q2	2019Q3		2019Q1	2019Q2	2019Q3
MP							
Dainik Bhaskar	12169	11651	11303		3847	3642	3484
Patrika	7798	7448	7059		2384	2286	2208
Rajasthan							
Rajasthan Patrika	17185	16940	16561		7345	7029	6575
Dainik Bhaskar	17082	16807	16441		5707	5765	5851
Punjab							
Ajit	4314	4414	4449		1047	1140	1118
Jag Bani	4386	4207	3977		1106	970	959
Punjab Kesari	3274	3304	3248		936	957	950
Haryana							
Dainik Bhaskar	4043	4365	4247		1251	1401	1281
Dainik Jagran	3882	4162	4288		1250	1368	1325
Punjab Kesari	3352	3106	3059		930	884	795

Wtd No.s	TR	TR	TR		AIR	AIR	AIR
'000s	2019Q1	2019Q2	2019Q3		2019Q1	2019Q2	2019Q2
CHH							
Hari Bhoomi	3860	3742	3314		1304	1256	1106
Dainik Bhaskar	3149	2934	2812		891	792	741
Nava Bharat (CHH)	3253	3040	2610		873	821	676
Patrika	2166	1796	1508		652	541	419



Wtd No.s	TR	TR	TR		AIR	AIR	AIR
'000s	2019Q1	2019Q2	2019Q3		2019Q1	2019Q2	2019Q3
Kerala							
Malayala Manorma	17264	17867	17596		9677	9530	8874
Matrabhoomi	12841	13095	12545		6396	5869	5222
Maharashtra							
Lokmat	19469	20169	21457		6014	5988	6146
Daily Sakal	11668	12771	13960		3041	3589	3860
Karnataka							
Vijay Karnataka	7860	8081	8018		2654	2583	2629
Vijayavani	7191	7345	7500		2270	2169	2257
Gujarat							
Gujarat Samachar	11067	10078	9160		3949	3696	3523
Sandesh	10375	9397	8991		3384	3211	3139



THANK YOU