

# READERSHIP

## IRS DATA -2014

READERSHIP OF IRS 2014 FOR BOTH ANDHRA PRADESH AND TELANGANA STATES (Figures in 000's)									
	AP+TS			Andhra Pradesh			Telangana		
	IRS 2014	IRS 2013	inc/dec	IRS 2014	IRS 2013	inc/dec	IRS 2014	IRS 2013	inc/dec
<b>Totals 12+Yrs</b>	<b>70961</b>	<b>70680</b>	<b>281</b>	<b>41367</b>	<b>41237</b>	<b>130</b>	<b>29593</b>	<b>29443</b>	<b>150</b>
Deccan Chronicle	232	214	18	37	42	-5	195	172	23
The Hindu	180	178	2	85	79	6	95	99	-4
The Time...	143	133	10			0			0
Andhra Bhoomi	181	111	70			0			0
Andhra Jyoti	1466	1317	149	852	726	126	614	590	24
<b>Eenadu</b>	<b>5535</b>	<b>5310</b>	<b>225</b>	<b>2839</b>	<b>2721</b>	<b>118</b>	<b>2696</b>	<b>2589</b>	<b>107</b>
Namasthe Telangana	660	580	80			0	654	576	78
Sakshi	3633	3308	325	2321	2062	259	1312	1246	66
Vaaritha	231	177	54	143		143		0	0

AVERAGE ISSUE READERSHIP OF ANDHRA PRADESH STATE (Figures in 000's)				
	ANDHRA PRADESH	Andhra 1	Andhra 2	Rayalseema
	IRS 2014	IRS 2014	IRS 2014	IRS 2014
<b>Totals</b>	<b>41367</b>	<b>15399</b>		<b>12656</b>
Deccan chronicle				
The Hindu	85			
The Times of India				
Andhra Bhoomi				
Andhra Jyoti	852	183	326	343
<b>Eenadu</b>	<b>2839</b>	<b>1139</b>	<b>904</b>	<b>796</b>
Namasthe Telangana				
Sakshi	2321	740	853	728
Vaaritha	143			

AVERAGE ISSUE READERSHIP OF TELANGANA STATE (Figures in 000's)			
	TELANGANA	Telangana 1	Telangana 2
	IRS 2014	IRS 2014	IRS 2014
<b>Totals</b>	<b>29593</b>	<b>7643</b>	<b>21950</b>
Deccan chronicle	195	3	192
Andhra Jyoti	614	54	560
<b>Eenadu</b>	<b>2696</b>	<b>666</b>	<b>2030</b>
Namasthe Telangana	654	205	449
Sakshi	1312	201	1111

MALE READERSHIP ACROSS REGIONS IN ANDHRA PRADESH							
ANDHRA MALE		Andhra 1		Andhra 2		Rayalseema	
Totals	20431	Totals	7457	Totals	6697	Totals	6278
Deccan chronicle		Deccan chronicle		Deccan chronicle		Deccan chronicle	
The Hindu		The Hindu		The Hindu		The Hindu	
The Times of India		The Times of India		The Times of India		The Times of India	
Andhra Bhoomi		Andhra Bhoomi		Andhra Bhoomi		Andhra Bhoomi	
Andhra Jyoti	645	Andhra Jyoti		Andhra Jyoti	253	Andhra Jyoti	272
Eenadu	1968	Eenadu	825	Eenadu	587	Eenadu	556
Namasthe Telangana		Namasthe Telangana		Namasthe Telangana		Namasthe Telangana	
Sakshi	1672	Sakshi	538	Sakshi	577	Sakshi	557
Vaaritha		Vaaritha		Vaaritha		Vaaritha	

MALE READERSHIP ACROSS REGIONS IN TELANGANA							
TELANGANA MALE		Telangana 1		Telangana 2			
Totals	14932	Totals	3872	Totals	11060		
Deccan chronicle	147	Deccan chronicle		Deccan chronicle	145		
The Hindu		The Hindu		The Hindu			
The Times of India		The Times of India		The Times of India			
Andhra Bhoomi		Andhra Bhoomi		Andhra Bhoomi			
Andhra Jyoti	465	Andhra Jyoti		Andhra Jyoti	414		
Eenadu	1798	Eenadu	501	Eenadu	1297		
Namasthe Telangana	469	Namasthe Telangana	177	Namasthe Telangana	292		
Sakshi	946	Sakshi	155	Sakshi	790		
Vaaritha		Vaaritha		Vaaritha			

FEMALE READERSHIP ACROSS REGIONS IN ANDHRA PRADESH (Figures in 000's)							
ANDHRA FEMALE		Andhra 1		Andhra 2		Rayalseema	
<b>Totals</b>	<b>20936</b>	<b>Totals</b>	<b>7942</b>	<b>Totals</b>	<b>6616</b>	<b>Totals</b>	<b>6378</b>
Deccan chronicle		Deccan chronicle		Deccan chronicle		Deccan chronicle	
The Hindu		The Hindu		The Hindu		The Hindu	
The Times of India		The Times of India		The Times of India		The Times of India	
Andhra Bhoomi		Andhra Bhoomi		Andhra Bhoomi		Andhra Bhoomi	
Andhra Jyoti	207	Andhra Jyoti		Andhra Jyoti	72	Andhra Jyoti	
<b>Eenadu</b>	<b>871</b>	<b>Eenadu</b>	<b>314</b>	<b>Eenadu</b>	<b>317</b>	<b>Eenadu</b>	<b>240</b>
Namasthe Telangana		Namasthe Telangana		Namasthe Telangana		Namasthe Telangana	
Sakshi	649	Sakshi	202	Sakshi	275	Sakshi	171
Vaaritha		Vaaritha		Vaaritha		Vaaritha	

FEMALE READERSHIP ACROSS REGIONS IN TELANGANA (Figures in 000's)					
TELANGANA FEMALE		Telangana 1		Telangana 2	
<b>Totals</b>	<b>14661</b>	<b>Totals</b>	<b>3771</b>	<b>Totals</b>	<b>10890</b>
Deccan chronicle		Deccan chronicle		Deccan chronicle	
The Hindu		The Hindu		The Hindu	
The Times of India		The Times of India		The Times of India	
Andhra Bhoomi		Andhra Bhoomi		Andhra Bhoomi	
Andhra Jyoti	149	Andhra Jyoti		Andhra Jyoti	146
<b>Eenadu</b>	<b>898</b>	<b>Eenadu</b>	<b>166</b>	<b>Eenadu</b>	<b>733</b>
Namasthe Telangana	185	Namasthe Telangana		Namasthe Telangana	157
Sakshi	366	Sakshi		Sakshi	321
Vaaritha		Vaaritha		Vaaritha	

12-15 YEARS READERS ACROSS REGIONS				
ANDHRA PRADESH	ANDHRA	ANDHRA 1	ANDHRA 2	RAYALASEEMA
<b>Totals</b>	<b>3735</b>	<b>1353</b>	<b>1180</b>	<b>1202</b>
Deccan Chronicle				
The Hindu				
The Times Of India				
Andhra Bhoomi				
Andhra Jyothi				
Eenadu				
Namaste Telangana				
Sakshi	268			
Vaaritha				

12-15 YEARS READERS ACROSS REGIONS			
TELANGANA	TELANGANA	TELANGANA 1	TELANGANA 2
<b>Totals</b>	<b>2925</b>	<b>770</b>	<b>2155</b>
Deccan Chronicle			
The Hindu			
The Times Of India			
Andhra Bhoomi			
Andhra Jyothi			
Eenadu			
Namaste Telangana			
Sakshi			
Vaaritha			

16-19 YEARS READERS ACROSS REGIONS				
ANDHRA PRADESH	ANDHRA	ANDHRA 1	ANDHRA 2	RAYALASEEMA
<b>Totals</b>	<b>3758</b>	<b>1351</b>	<b>1240</b>	<b>1167</b>
Deccan Chronicle				
The Hindu				
The Times Of India				
Andhra Bhoomi				
Andhra Jyothi				
Eenadu	405	216	189	
Namaste Telangana				
Sakshi	319	243	76	
Vaaritha				

16-19 YEARS READERS ACROSS REGIONS			
TELANGANA	TELANGANA	TELANGANA 1	TELANGANA 2
<b>Totals</b>	<b>2800</b>	<b>710</b>	<b>2090</b>
Deccan Chronicle			
The Hindu			
The Times Of India			
Andhra Bhoomi			
Andhra Jyothi			
Eenadu	281	74	207
Namaste Telangana			
Sakshi			
Vaaritha			

20-29 YEARS READERS ACROSS REGIONS				
ANDHRA PRADESH	ANDHRA	ANDHRA 1	ANDHRA 2	RAYALASEEMA
<b>Totals</b>	<b>9737</b>	<b>3717</b>	<b>3064</b>	<b>2956</b>
Deccan Chronicle				
The Hindu				
The Times Of India				
Andhra Bhoomi				
Andhra Jyothi	190			
Eenadu	880	460	189	231
Namaste Telangana				
Sakshi	616	224	207	186
Vaaritha				

20-29 YEARS READERS ACROSS REGIONS			
TELANGANA	TELANGANA	TELANGANA 1	TELANGANA 2
<b>Totals</b>	<b>7276</b>	<b>1739</b>	<b>5537</b>
Deccan Chronicle			
The Hindu			
The Times Of India			
Andhra Bhoomi			
Andhra Jyothi	201	10	191
Eenadu	759	170	589
Namaste Telangana	161	33	128
Sakshi	432	72	360
Vaaritha			

30-39 YEARS READERS ACROSS REGIONS				
ANDHRA PRADESH	ANDHRA	ANDHRA 1	ANDHRA 2	RAYALASEEMA
<b>Totals</b>	<b>7869</b>	<b>2925</b>	<b>2530</b>	<b>2414</b>
Deccan Chronicle				
The Hindu				
The Times Of India				
Andhra Bhoomi				
Andhra Jyothi	162		62	
Eenadu	509	208	166	134
Namaste Telangana				
Sakshi	473	136	189	148
Vaaritha				

30-39 YEARS READERS ACROSS REGIONS			
TELANGANA	TELANGANA	TELANGANA 1	TELANGANA 2
<b>Totals</b>	<b>5540</b>	<b>1387</b>	<b>4153</b>
Deccan Chronicle			
The Hindu			
The Times Of India			
Andhra Bhoomi			
Andhra Jyothi	93		78
Eenadu	546	143	403
Namaste Telangana	138	30	108
Sakshi	263	39	224
Vaaritha			

40-49 YEARS READERS ACROSS REGIONS				
ANDHRA PRADESH	ANDHRA	ANDHRA 1	ANDHRA 2	RAYALASEEMA
<b>Totals</b>	<b>6572</b>	<b>2492</b>	<b>2076</b>	<b>2003</b>
Deccan Chronicle				
The Hindu				
The Times Of India				
Andhra Bhoomi				
Andhra Jyothi	163			
Eenadu	390	128	169	93
Namaste Telangana				
Sakshi	277	49	127	101
Vaaritha				

40-49 YEARS READERS ACROSS REGIONS			
TELANGANA	TELANGANA	TELANGANA 1	TELANGANA 2
<b>Totals</b>	<b>4396</b>	<b>1160</b>	<b>3237</b>
Deccan Chronicle			
The Hindu			
The Times Of India			
Andhra Bhoomi			
Andhra Jyothi	80		66
Eenadu	400		297
Namaste Telangana	107		
Sakshi	141		105
Vaaritha			

50+ YEARS READERS ACROSS REGIONS				
ANDHRA PRADESH	ANDHRA	ANDHRA 1	ANDHRA 2	RAYALASEEMA
<b>Totals</b>	<b>9697</b>	<b>3561</b>	<b>3223</b>	<b>2913</b>
Deccan Chronicle				
The Hindu				
The Times Of India				
Andhra Bhoomi				
Andhra Jyothi	173		88	
Eenadu	494	224	160	110
Namaste Telangana				
Sakshi	368		163	
Vaaritha				

50+ YEARS READERS ACROSS REGIONS			
TELANGANA	TELANGANA	TELANGANA 1	TELANGANA 2
<b>Totals</b>	<b>6656</b>	<b>1878</b>	<b>4778</b>
Deccan Chronicle			
The Hindu			
The Times Of India			
Andhra Bhoomi			
Andhra Jyothi	106		
Eenadu	540	159	381
Namaste Telangana	106		
Sakshi	164		149
Vaaritha			

## NEW CONSUMER CLASSIFICATION SYSTEM

### NCCS A

(Figures in 000's)

	AP	ANDHRA 1	ANDHRA 2	RAYALASEEMA		TS	TELANGANA 1	TELANGANA 2
<b>Totals</b>	<b>2858</b>	<b>1138</b>	<b>1008</b>	<b>712</b>	<b>Totals</b>	<b>3501</b>	<b>306</b>	<b>3196</b>
Deccan Chronicle					Deccan Chronicle	149		149
The Hindu					The Hindu			
The Times Of India					The Times Of India			
Andhra Bhoomi					Andhra Bhoomi			
Andhra Jyothi	151		64	87	Andhra Jyothi	180		171
Eenadu	761	335	273	153	Eenadu	986	194	792
Namaste Telangana					Telangana	127		
Sakshi	340	111	141	88	Sakshi	437		407
Vaaritha					Vaaritha			

### NCCS B

(Figures in 000's)

	AP	ANDHRA 1	ANDHRA 2	RAYALASEEMA		TS	TELANGANA 1	TELANGANA 2
<b>Totals</b>	<b>5366</b>	<b>1721</b>	<b>1867</b>	<b>1779</b>	<b>Totals</b>	<b>4240</b>	<b>973</b>	<b>3267</b>
Deccan Chronicle					Deccan Chronicle			
The Hindu					The Hindu			
The Times Of India					The Times Of India			
Andhra Bhoomi					Andhra Bhoomi			
Andhra Jyothi	227		73	112	Andhra Jyothi	182		156
Eenadu	769	250	277	242	Eenadu	694	195	499
Namaste Telangana					Telangana	184	58	126
Sakshi	614	132	272	210	Sakshi	291		238
Vaaritha					Vaaritha			

### NCCS C

(Figures in 000's)

	AP	ANDHRA 1	ANDHRA 2	RAYALASEEMA		TS	TELANGANA 1	TELANGANA 2
<b>Totals</b>	<b>11843</b>	<b>4416</b>	<b>4000</b>	<b>3428</b>	<b>Totals</b>	<b>7961</b>	<b>2321</b>	<b>5640</b>
Deccan Chronicle					Deccan Chronicle			
The Hindu					The Hindu			
The Times Of India					The Times Of India			
Andhra Bhoomi					Andhra Bhoomi			
Andhra Jyothi	295		154		Andhra Jyothi	172		168
Eenadu	795	352	220	223	Eenadu	655	203	452
Namaste Telangana					Telangana	217		136
Sakshi	692	224	290	178	Sakshi	360		303
Vaaritha					Vaaritha			

### NCCS D/E

(Figures in 000's)

	AP	ANDHRA 1	ANDHRA 2	RAYALASEEMA		TS	TELANGANA 1	TELANGANA 2
<b>Totals</b>	<b>21300</b>	<b>8124</b>	<b>6439</b>	<b>6737</b>	<b>Totals</b>	<b>13891</b>	<b>4043</b>	<b>9848</b>
Deccan Chronicle					Deccan Chronicle			
The Hindu					The Hindu			
The Times Of India					The Times Of India			
Andhra Bhoomi					Andhra Bhoomi			
Andhra Jyothi	179				Andhra Jyothi	79		65
Eenadu	515	202	134	178	Eenadu	362		287
Namaste Telangana					Telangana	127		
Sakshi	675	274	150	251	Sakshi	225		164
Vaaritha					Vaaritha			

**NOTE:** Estimate of less than recommended sample size of 30 is not reflected in the readership cell, but they also contribute to overall total estimates.

State	SCR	Disripts
Andhra Pradesh	Andhra -1	East Godavari, Srikakulam, Vishakapatnam, Vizayanagaram, West Godavari
	Andhra -2	Guntur, Krishna UA Disrict Cluster, Prakasam, Sri Potti Sriramulu Nellore
	Rayalaseema	Anatapur, Chittoor, Kurnool, Y.S.R.
Telangana	Telangana -1	Adilabad, Karimnagar, Nizamabad
	Telangana -2	Hyderabad UA Disrict Cluster, Khammam, Mahabubnagar, Medak, Nalgonda, Rangareddy, Warangal