
IRS 2017

DEMOGRAPHIC ANALYSIS

AP+TS

figs in 000s

IRS 2017

- Eenadu ranks no 1 in AP and Telangana by Total readership and Average issue readership
- Eenadu ranks no 4 among regional dailies all India
- Ranks no 7 All India by Average Issue Readership
- Ranks no 9 All India by Total Readership

TOP 20 PUBLICATION BY TOTAL READERSHIP

S.NO	Name of Publication	IRS 2017
1	Dainik Jagaran	70377
2	Hindustan	52397
3	Amar Ujala	46094
4	Dainik Bhaskar	45005
5	Daily thanti	23149
6	Lokmat	18066
7	Rajasthan Patrika	16326
8	Malayala Manoram	15999
9	Eenadu	15848
10	Prabhat Khabar	13492
11	Times of India	13047
12	Anand Bazar Patrika	12763
13	Punjab Kesari	12232
14	Dinakaran	12083
15	Matrubhoomi	11848
16	Gujarat Samachar	11784
17	Dinamalar	11659
18	Daily Sakal	10498
19	Sandesh	10352
20	Patrika	9823

figs in 000s

TOP 20 DAILIES BY AIR

S.NO	NAME OF PUBLICATION	IRS 2017
1	Dainik Jagran (Main)	18879
2	Hindustan (Main)	17633
3	Dainik Bhaskar (Main)	12603
4	Amar Ujala (Main)	10736
5	Malayala Manorama (Daily)	9383
6	Rajasthan Patrika (Main)	7568
7	Eenadu	7014
8	Daily Thanthi	6971
9	Mathrubhumi	6355
10	Lokmat (Main)	5904
11	The Times Of India (Main)	4766
12	Gujarat Samachar	4703
13	Ananda Bazar Patrika (Main)	3845
14	Prabhat Khabar	3558
15	Sandesh	3554
16	Sakshi (Main)	3348
17	Patrika (Main)	3314
18	Dinamalar	3135
19	Daily Sakal	2946
20	Divya Bhaskar (Main)	2853

figs in 000s

AVERAGE ISSUE READERSHIP COMPARISON AP+TS

S.NO	NAME OF THE DAILY	IRS 2017	IRS 2014	IRS 2013	GROWTH IN READERSHIP	
					OVER 2014	OVER 2013
1	EENADU	6897	5535	5310	1362	1587
2	SAKSHI	3300	3633	3308	-333	-8
	SAKSHI VARIANT	724	NA	NA		
3	ANDHRA JYOTI	2567	1466	1317	1101	1250
4	NAMASTE TELANGANA	1248	660	580	588	668
5	VAARTHA	168	231	143	-63	25
6	ANDHRA PRABHA	134	NA	NA		
7	ANDHRA BHOOMI	189	181	111	8	78
8	DECCAN CHRONICLE	324	232	214	92	110
9	THE HINDU	183	180	178	3	5
10	TIMES OF INDIA	170	143	133	27	37

The combined readership of Sakshi (Main) Andhra Jyoti and N Telangana is 71.15 lakh readers while Eenadu alone is 68.97 lakhs in AP+TS

Eenadu has grown by 13.62 lakh readers over the previous round IRS 2014

figs in 000s

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- The overall universe size of Andhra Pradesh 12+yrs individuals have increased by 21.83 lakhs in AP from 4.13 crores to 4.35 crores
 - In Telangana universe of 12+ yrs individuals have increased by 22.23 lakh from 2.95 crs to 3.18 crs
 - Telugu Publications
 - Eenadu has increased by 8.81 lakh readers in AP
 - 4.81 lakh readers in Telangana
 - Sakshi has decreased by 3.10 lakh readers in AP
 - decreased by 24000 in Telangana
 - Andhra Jyoti has increased by 7.15 lakh readers in AP
 - by 3.86 lakh readers in Telangana
 - Namaste Telangana has increased by 5.89 lakh readers in Telangana
 - Deccan chronicle has increased by 47000 in Telangana
 - The Hindu has decreased by 19000 in AP
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READERSHIP DISTRIBUTION

NAME OF THE DAILY	AP+TS	AP	TS	TS W/O HYD	HYD
EENADU	6897	3720	3177	2203	974
SAKSHI	3300	2011	1288	946	342
SAKSHI VARIANT	724	416	308	185	123
ANDHRA JYOTI	2567	1567	1000	788	212
ANDHRA PRABHA	134				
ANDHRA BHOO MI	189	137			
NAMASTE TELANGANA	1248		1243		
VAARTHA	168	76	92		
DECCAN CHRONICLE	324	81	243	39	204
THE HINDU	183	66	117	24	93
TIMES OF INDIA	170	40	130	7	123

**The combined readership of Sakshi Main and AJ in AP is 35.78 lakhs Eenadu alone is 37.20 lakhs
The combined readership of Sakshi, AJ and NT is 35.31 lakhs in Telangana. Eenadu alone is 31.77 lakhs
The combined readership of all publications equals to Eenadu alone of 9.74 lakh readers in Hyd**

NT has recorded 6000 readers in AP
figs in 000s

Urban and Rural distribution AP+TS

	AP+TS				EENADU			
	irs 2017	irs 2014	increase	inc %	irs 2017	irs 2014	increase	increase %
Urban	28597	25213	3384	13.4	3739	3175	564	18
Rural	46769	45748	1021	2.2	3158	2360	798	34

34% Rural readership increase for Eenadu

figs in 000s

Urban and Rural distribution AP

	AP				EENADU			
	irs 2017	irs 2014	increase	inc %	irs 2017	irs 2014	increase	increase %
Urban	14773	13109	1664	12.7	1859	1442	417	29
Rural	28777	28259	518	1.8	1860	1397	463	33

33 % Rural readership increase for Eenadu

figs in 000s

Urban and Rural distribution TS

	TELANGANA				EENADU			
			increase	inc %			increase	increase %
Urban	13825	12104	1721	14.2	1879	1733	146	8
Rural	17992	17489	503	2.9	1298	963	335	35

35 % Rural readership increase for Eenadu

figs in 000s

READERSHIP BY GENDER AP+TS

NAME OF THE DAILY	MALE READERS	% TO TOTAL	FEMALE READERS	% TO TOTAL
EENADU	5084	74	1812	26
SAKSHI	2521	76	779	24
ANDHRA JYOTI	2013	78	554	22
NAMASTE TELANGANA	959	77	289	23
DECCAN CHRONICLE	256	79	68	21
THE HINDU	145	79	38	21
TIMES OF INDIA	146	86	24	14

**Eenadu has the highest female readership in AP+TS
more than the combined readership of all dailies put together which is 17.52 lakh**

figs in 000s

MALE READERS DISTRIBUTION IN TWO STATES

	AP+TS	AP	TS	HYD	TS WO HYD
EENADU	5084	2703	2382	698	1684
SAKSHI	2521	1554	967	234	733
ANDHRA JYOTI	2013	1218	795	161	634
NAMASTE TELANGANA	959		953	260	693
DECCAN CHRONICLE	256	65	191	155	36
THE HINDU	145	50	95	74	21
TIMES OF INDIA	146	35	111	104	7

figs in 000s

FEMALE READERSHIP DISTRIBUTION IN TWO STATES

	AP+TS	AP	TS	HYD	TS WO HYD
EENADU	1812	1017	795	276	519
SAKSHI	779	458	321	108	213
ANDHRA JYOTI	554	350	204	51	153
NAMASTE TELANGANA	289		289	94	195
DECCAN CHRONICLE	68				
THE HINDU					
TIMES OF INDIA					

figs in 000s

12-15 years readership

	AP+TS	AP	TS	HYD	TS WO HYD
EENADU	522	358	164		
SAKSHI	340	202	138		
ANDHRA JYOTI	200				
NAMASTE TELANGANA					
DECCAN CHRONICLE					
THE HINDU					
TIMES OF INDIA					

Any estimate of less than recommended sample of 30 is not reported, to meet the global accepted statistical thresholds. This is to avoid any in advertent misinterpretation of data.

However, not reflecting in the readership cell does not denote non reporting, they contribute to overall total estimates.

figs in 000s

16-19 years readership

	AP+TS	AP	TS	HYD	TS WO HYD
EENADU	752	401	351	78	273
SAKSHI	424	219	206		
ANDHRA JYOTI	253	166			
NAMASTE TELANGANA	139		139		
DECCAN CHRONICLE					
THE HINDU					
TIMES OF INDIA					

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figs in 000s

20-29 years readership

	AP+TS	AP	TS	HYD	TS WO HYD
EENADU	1865	886	978	247	731
SAKSHI	985	585	400	107	293
ANDHRA JYOTI	595	348	247	55	192
NAMASTE TELANGANA	334		334	73	261
DECCAN CHRONICLE	93		67		
THE HINDU	67				
TIMES OF INDIA					

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figs in 000s

30-39 years readership

	AP+TS	AP	TS	HYD	TS WO HYD
EENADU	1563	880	683	229	
SAKSHI	651	399	252	61	
ANDHRA JYOTI	552	322	229		
NAMASTE TELANGANA	291		290	81	
DECCAN CHRONICLE	55				
THE HINDU					
TIMES OF INDIA					

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figs in 000s

40-49 years readership

	AP+TS	AP	TS	HYD	TS WO HYD
EENADU	944	533	411	141	270
SAKSHI	472	313	159		
ANDHRA JYOTI	456	280	176		
NAMASTE TELANGANA	192		187		
DECCAN CHRONICLE					
THE HINDU					
TIMES OF INDIA					

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figs in 000s

50+ years readership

	AP+TS	AP	TS	HYD	TS WO HYD
EENADU	1251	661	589	251	
SAKSHI	427	293	134		
ANDHRA JYOTI	511	326	185		
NAMASTE TELANGANA	198		198	74	
DECCAN CHRONICLE	69				
THE HINDU					
TIMES OF INDIA					

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figs in 000s

NCCS DISTRIBUTION IN AP+TS AND INCREASE OVER IRS 2014

	AP+TS				Eenadu			
	IRS 2017	IRS 2014	INCREASE	% INCREASE	IRS 2017	IRS 2014	INCREASE	% INCREASE
Totals	75366	70961	4405	6	6897	5535	1362	25
NCCS A	8478	6359	2119	33	2175	1747	428	24
NCCS B	16814	9607	7207	75	2181	1463	718	49
NCCS C	28857	19804	9053	46	1893	1450	443	31
NCCS D	18406	25525	-7119	-28	597	810	-213	-26
NCCS E	2812	9666	-6854	-71				

63 % of Eenadu readers are in the NCCS AB

figs in 000s

NCCS DISTRIBUTION IN AP

	AP				Eenadu			
	IRS 2017	IRS 2014	INCREASE	% INCREASE	IRS 2017	IRS 2014	INCREASE	% INCREASE
Totals	43550	41367	2183	5	3720	2839	881	31
NCCS A	3810	2858	952	33	1019	761	258	34
NCCS B	8847	5366	3481	65	1195	769	426	55
NCCS C	17001	11843	5158	44	1074	795	279	35
NCCS D	11800	15158	-3358	-22	400	474	-74	-16
NCCS E	2092	6142	-4050	-66				

60 % of Eenadu readers are in the NCCS AB

~~All India survey has indicated the upward movement from D to C and it is visible in AP~~

figs in 000s

NCCS DISTRIBUTION IN TS

	TELANGANA				Eenadu			
	IRS 2017	IRS 2014	INCREASE	% INCREASE	IRS 2017	IRS 2014	INCREASE	% INCREASE
Totals	31816	29593	2223	8	3177	2696	481	18
NCCS A	4668	3501	1167	33	1156	986	170	17
NCCS B	7968	4240	3728	88	986	694	292	42
NCCS C	11857	7961	3896	49	818	655	163	25
NCCS D	6605	10368	-3763	-36	197	335	-138	-41
NCCS E	719	3523	-2804	-80				

67 % of Eenadu readers are in the NCCS AB

figs in 000s

NCCS A READERS DISTRIBUTION

	AP+TS	AP	TS	HYD	TS WO HYD
EENADU	2175	1019	1156	587	569
SAKSHI	675	364	311	151	160
ANDHRA JYOTI	567	280	288	108	180
NAMASTE TELANGANA	405		399	184	215
DECCAN CHRONICLE	193	42	151	133	18
THE HINDU	126	44	82	74	8
TIMES OF INDIA	133	25	108	103	5

figs in 000s

NCCS B READERS DISTRIBUTION

	AP+TS	AP	TS	HYD	TS WO HYD
EENADU	2181	1195	986	226	760
SAKSHI	1032	641	391	77	314
ANDHRA JYOTI	867	518	349	61	288
NAMASTE TELANGANA	390		390	75	315
DECCAN CHRONICLE	76				
THE HINDU					
TIMES OF INDIA					

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figs in 000s

NCCS C READERS DISTRIBUTION

	AP+TS	AP	TS	HYD	TS WO HYD
EENADU	1893	1074	818	114	704
SAKSHI	1125	678	448	81	367
ANDHRA JYOTI	792	517	275		
NAMASTE TELANGANA	326		326	69	257
DECCAN CHRONICLE					
THE HINDU					
TIMES OF INDIA					

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figs in 000s

NCCS D/E READERS DISTRIBUTION

	AP+TS	AP	TS	HYD	TS WO HYD
EENADU	647	431	216		
SAKSHI	467	329	138		
ANDHRA JYOTI	341	253	88		
NAMASTE TELANGANA	127		127		
DECCAN CHRONICLE					
THE HINDU					
TIMES OF INDIA					

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figs in 000s

Sole readers

- The number of people who are readers of a publication of any language but do not read any other publication in that language.
- Sole Readership of a Eenadu means the estimated number of readers of the Eenadu who read only that publication in the Telugu language.

Sole Readers

	AP+TS		AP		TS		HYD		TS WO HYD	
	total readers	sole readers	total readers	sole readers	total readers	sole readers	total readers	sole readers	total readers	sole readers
EENADU	6897	4553	3720	2474	3177	2079	974	673	2203	1406
SAKSHI	3300	1965	2011	1222	1288	744	342	207	946	537
ANDHRA JYOTI	2567	1313	1567	858	1000	456	212	86	788	370
NAMASTE TELANGANA	1248	606			1243	606	354	181	889	425
DECCAN CHRONICLE	324	215	81		243	161	204	135	39	26
THE HINDU	183	98	66		117		93		24	0
TIMES OF INDIA	170	96	40		130	73	123	68	7	5
% OF EENADU SOLE READERS	66		67		65		69		64	

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figs in 000s

AP+TS READERSHIP PATTERNS

	Eenadu	Sakshi (Main)	Andhra Jyothi	Namasthe Telangana	Deccan Chronicle	The Hindu English (Main)	The Times Of India (Main)
AIR Read yesterday	6897	3300	2567	1248	324	183	170
Read in past 3 days	2815	1781	1165	629	163	111	86
Read in past 7 days	2774	1716	1361	730	136	165	81
Read in past 2 weeks	1311	1089	489	293			
Read in past 4 weeks	1754	1289	766	303	109		

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figs in 000s

AP readership patterns

	Eenadu	Sakshi (Main)	Andhra Jyothi	Namasthe Telangana	Deccan Chronicle	The Hindu English (Main)	The Times Of India (Main)
AIR Read yesterday	3720	2011	1567		81	66	40
Read in past 3 days	1427	993	696				
Read in past 7 days	1513	1137	850				
Read in past 2 weeks	832	698	340				
Read in past 4 weeks	1039	853	542				

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figs in 000s

Readership patterns in Telangana

	Eenadu	Sakshi (Main)	Andhra Jyothi	Namasthe Telangana	Deccan Chronicle	The Hindu (Main)	The Times Of India (Main)
AIR: Read Yesterday	3177	1288	1000	1243	243	117	130
Read in past 3 days	1388	788	469	616	134	81	
Read in past 7 days	1261	580	511	713	110	87	
Read in past 2 weeks	479	391	149	289			
Read in past 4 weeks	716	436	224	295			

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figs in 000s

Readership patterns in Hyderabad

	Eenadu	Sakshi (Main)	Andhra Jyothi	Namasthe Telangana	Deccan Chronicle	The Hindu (Main)	The Times Of India (Main)
AIR: Read Yesterday	974	342	212	354	204	93	123
Read in past 3 days	307	186	82	125	103		
Read in past 7 days	275	133	81	142	80		
Read in past 2 weeks	98						
Read in past 4 weeks	127	61					

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figs in 000s

Newspapers Read online AP+TS

	Totals	Eenadu	Sakshi	Andhra Jyothi	NT	DC	TH	TOI
12+ yrs	75366	6897	3300	2567	1248	324	183	170
Read Newspaper Online In The Last One Month [Yes]	2916	947	406	272	187	93	67	56
Devices Used To Read Online Newspaper [Laptop/Desktop]	329	143						
Devices Used To Read Online Newspaper [Mobile Phone]	2563	803	359	247	156			
Devices Used To Read Online Newspaper [Tablet]	86							
Devices Used To Read Online Newspaper [Smart Tv]								
Format Used To Read Online Newspaper [Website]	1017	331	111	102	71			
Format Used To Read Online Newspaper [E-Newspaper]	900	347	190	87				
Format Used To Read Online Newspaper [App]	1104	311	138					

42 % of Eenadu Readers read online thru any device

figs in 000s

Newspapers Read online AP

	Totals	Eenadu	Sakshi	Andhra Jyothi	NT	DC	TH	TOI
Totals	43550	3720	2011	1567		81	66	
Read Newspaper Online In The Last One Month [Yes]	1453	470	234	156				
Devices Used To Read Online Newspaper [Laptop/Desktop]	133							
Devices Used To Read Online Newspaper [Mobile Phone]	1291	418	206	148				
Devices Used To Read Online Newspaper [Tablet]								
Devices Used To Read Online Newspaper [Smart Tv]								
Format Used To Read Online Newspaper [Website]	441	135						
Format Used To Read Online Newspaper [E-Newspaper]	495	201	116					
Format Used To Read Online Newspaper [App]	569	150						

37 % of Eenadu Readers read online thru any device

figs in 000s

Newspapers Read online TS

	Totals	Eenadu	Sakshi	AJ	NT	DC	TH	TOI
Totals	31816	3177	1288	1000	1243	243	117	130
Read Newspaper Online In The Last One Month [Yes]	1463	477	171	116	187			
Devices Used To Read Online Newspaper [Laptop/Desktop]	196	91						
Devices Used To Read Online Newspaper [Mobile Phone]	1272	385	153	99	156			
Devices Used To Read Online Newspaper [Tablet]								
Devices Used To Read Online Newspaper [Smart Tv]								
Format Used To Read Online Newspaper [Website]	576	195			71			
Format Used To Read Online Newspaper [E-Newspaper]	405	146						
Format Used To Read Online Newspaper [App]	535	161						

47 % of Eenadu Readers read online thru any device

figs in 000s

Newspapers Read online Hyderabad

	Totals	Eenadu	Sakshi	AJ	NT	DC	TH	TOI
Totals	7402	974	342	212	354	204	93	123
Read Newspaper Online In The Last One Month [Yes]	587	163						
Devices Used To Read Online Newspaper [Laptop/Desktop]	117							
Devices Used To Read Online Newspaper [Mobile Phone]	488	133						
Devices Used To Read Online Newspaper [Tablet]								
Devices Used To Read Online Newspaper [Smart Tv]								
Format Used To Read Online Newspaper [Website]	270	65						
Format Used To Read Online Newspaper [E-Newspaper]	127							
Format Used To Read Online Newspaper [App]	222	63						

43 % of Eenadu Readers read online thru any device

figs in 000s

% of Eenadu readers reading newspaper online of the total readers reading online

	AP+TS		AP		TS		HYDERABAD	
	TOTAL READERS	% OF EENADU READERS	TOTAL READERS	% OF EENADU READERS	TOTAL READERS	% OF EENADU READERS	TOTAL READERS	% OF EENADU READERS
Read Newspaper Online In The Last One Month [Yes]	2916	32	1453	32	1463	33	587	28
Devices Used To Read Online Newspaper [Laptop/Desktop]	329	43	133		196	46	117	
Devices Used To Read Online Newspaper [Mobile Phone]	2563	31	1291	32	1272	30	488	27
Devices Used To Read Online Newspaper [Tablet]	86							
Devices Used To Read Online Newspaper [Smart Tv]								
Format Used To Read Online Newspaper [Website]	1017	33	441	31	576	34	270	24
Format Used To Read Online Newspaper [E-Newspaper]	900	39	495	41	405	36	127	
Format Used To Read Online Newspaper [App]	1104	28	569	26	535	30	222	28

figs in 000s