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*Ei Samay claims that based on research conducted by Nielsen (commissioned by Ei Samay) (April - May 2018, Random Sample = 928, Booster Sample = 251, using a Face to Face Quantitative Methodology across Kolkata & Hooghly in India)
** All readership figures calculated basis Average Issue Readership, i.e. readers who have read the newspaper yesterday, in the Indian Readership Survey 2017 results
• Affluent = NCCS A1+A2+A3 (New Consumer Classification System) basis education of chief wage earner, number of Consumer Durables (from a predefined list) owned by the family (ranging from colour television, computer, cars, washing machine, air conditioners etc.