## Estimate the number of subscribers of Economist in India

* Population of India: 120 crores
* Economist target market is urban upper middle class, educated
* Percentage of population in target: 20% (24 crores)
* Percentage of people interested in economics, intelligent articles etc.: 10% (2.4 crores)
* Percentage of people who prefer reading hard copy magazines: 20% (50 lakhs approx.)
* People choosing economist among similar magazines (time, Newsweek etc): 40% (20 lakh)
* Hence estimated subscriptions will be less as there may be more than 1 person using a subscription
* Total number of subscriptions: 15 lakhs
* Add subscriptions by libraries, colleges, corporates etc: 1 lakh appox Answer: Total subscriptions approx. 16 lakhs