



RADIO ONE LISTENER PROFILING

A Report by Nielsen India



PROFILE OF RADIO ONE LISTENERS

A man and a woman are shown in a studio setting, overlaid with orange circles containing text. The man is on the left, wearing sunglasses and a dark shirt. The woman is on the right, with long hair and a dark top. The background is a grid pattern.

**PREMIUM
DEMOGRAPHICS**

**PREMIUM
LIFESTYLE**

**DIGITAL &
TECH SAVVY**

**LOVE
SPORTS**

**PREMIUM
DURABLE
OWNERS**

**JEWELLERY
PURCHASE
INTENDERS**



58%

**Radio One Listeners
belong to NCCS A1 & A2**

93%

**Radio One Listeners
own a house**

₹ 3000

Listeners' monthly avg expenditure on Shopping (clothing & accessories)

Mirchi - ₹2800, Red FM - ₹2700, Indigo - ₹3000

₹ 1100

Listeners' monthly avg expenditure on personal grooming

Mirchi - ₹1000, Red FM - ₹1000, Indigo - ₹1000

₹ 1000

Listeners' monthly avg expenditure on movies

Mirchi - ₹900, Red FM - ₹950



₹11,000

Average amount spent by listeners on their last watch

Mirchi - ₹9500, Red FM - ₹7500

₹20,000

Average amount spent by listeners on their last phone

Mirchi - ₹18000, Red FM - ₹19000

₹1,800

Listeners' monthly avg expenditure on eating out

Mirchi - ₹1800, Red FM - ₹1600, Indigo - ₹1600





79%

Listeners follow latest
trends & fashion

78%

Radio One Listeners seek
quality and excellence

20%

Radio One Listeners have
Gym/Club membership

79%

Listeners prefer travelling to
places never been before

50%

Listeners travel in
Premium Economy/Business

78%

Seek new ideas and
opportunities



91%

Listeners own
Smartphones/iPhones

43%

Listeners spend more than
4 hours online

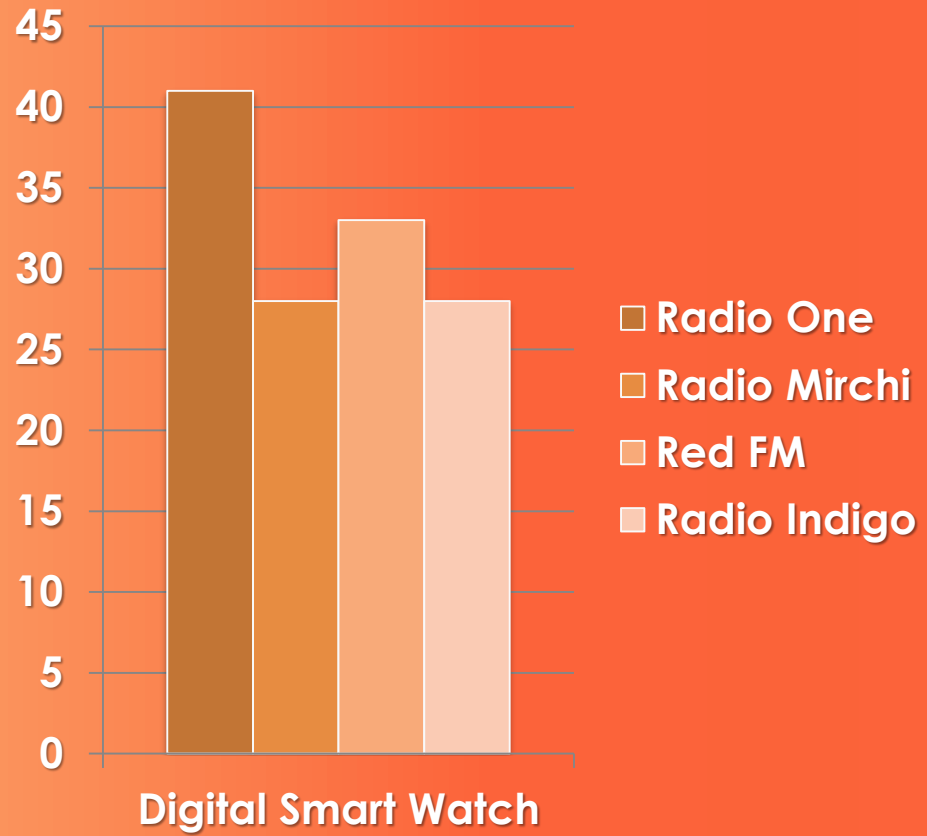
1.7X

Ahead of Indigo listeners on usage
of Mobile & OTT apps

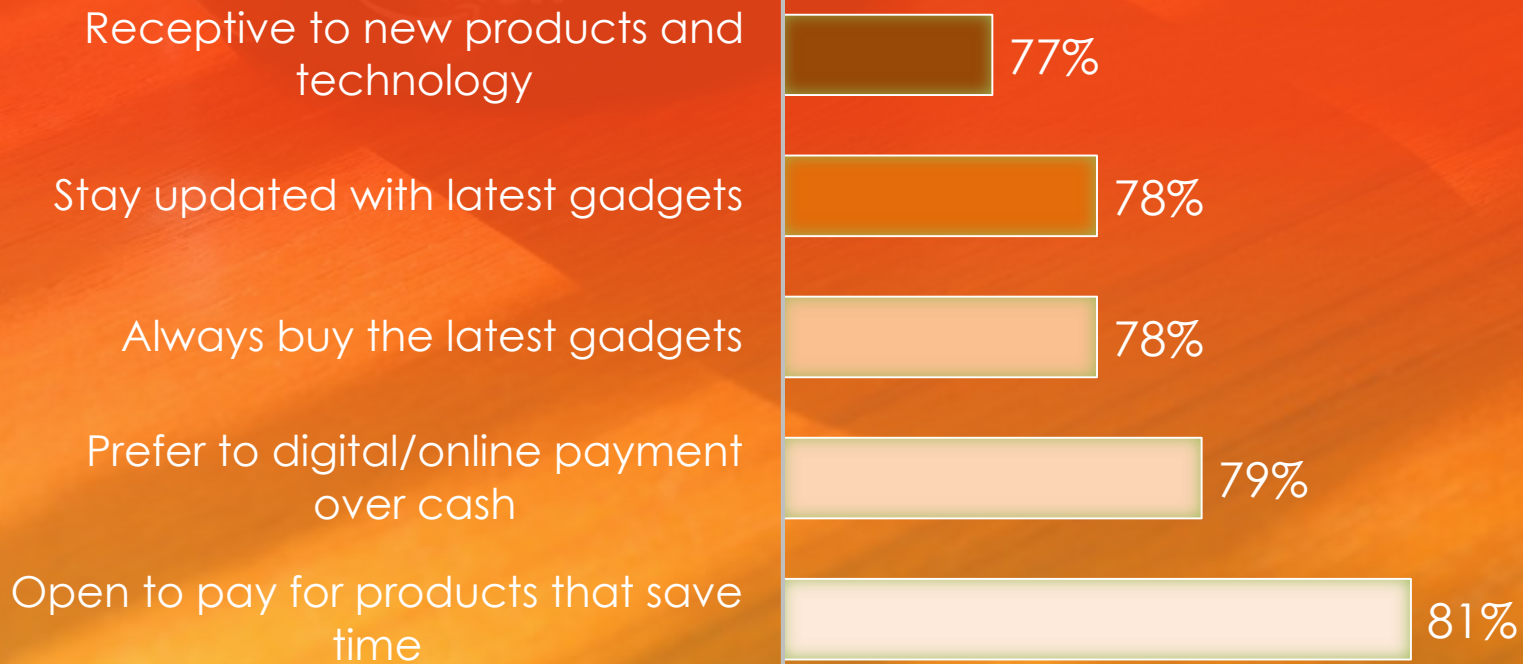
1.4X

Ahead of Indigo listeners on online
activities





41% of R1 Listeners own Digital Smart Watch





1.8X

Higher intention to purchase
Kindle in comparison to
Radio Mirchi



2X

Higher intention to purchase
personal grooming products in
comparison to Radio Mirchi



2X

Higher intention to purchase
security devices in
comparison to Radio Mirchi

41%

Listeners watch sports on
TV/digital platforms

98%

Listeners follow cricket
ODIs and T20s

84%

Listeners watch
IPL



83%

Listeners intend to purchase
Gold jewelry

35%

Listeners intend to purchase
Diamond jewelry

40%

Intend to purchase from known
brands (Tanishq, PC Jewelers)





ANNEXURE

RESEARCH METHODOLOGY

Target Audience

Age Group

20 – 45 Years

Gender

Male & Female

SEC

NCCS A & B1

Who?

Radio One / Radio Mirchi / Red FM / Indigo Listeners. Spending at least 4 days/week for a minimum of 30 mins each day listening to radio

Research Design

- ❑ Face to Face Interviews with structured questionnaire
- ❑ Area Purposive Sampling

Sample Split



Delhi

75

75

75

-

Mumbai

75

75

75

-

Bangalore

75

75

75

75

Total

225

225

225

75