

Radio Listenership Survey



Background

Radio has been an entertainment source for a long time. Most of us have our own preferences and habits of listening to the radio. Karvy Insights had conducted a survey among Karvy-ites to understand how, where & what they listen to on the radio. Some interesting highlights from the survey are given below.

Radio Listenership...

20% do not listen to the radio at all... almost half listen to the radio regularly

Switching of channels driven mostly by song selection of the channel or advertisements being played – not the likability of the RJ



Most people are in a habit of switching channels while listening to the radio – majority preferred switching between 3 channels on average

25% of the people listen to the radio with friends and family – as a group recreational activity

Mobiles are the preferred mode of listening to the radio whether at home or while commuting – most like to relax and listen to the radio alone

Who listens to which channel...



Listener is....

- More from South
- Metros
- Listen to it while driving personal car
- They switch channels during ads and not due to dislike of content or RJ



Listener is....

- Relatively younger (below 30yrs)
- More from North
- Smaller Towns
- Listen to it while travelling and with Friends
- They switch channels due to song selections



Listener is....

- Relatively older (more than 40yrs)
- More from West
- Smaller Towns
- More loyal – less likely to switch
- Listen to it alone at home while relaxing



Listener is....

- More regular listeners
- Relatively older (more than 40yrs)
- Listen to it while Travelling in personal car
- Preferred on Music System or Transistor