



# Residential Profiling at OOH Network – Mumbai & Gurgaon

## Research Objective



- To study the profile of audience in our Residential cluster in Gurgaon and Mumbai
- To understand the out of home habits of the residents

## Sample Size Achieved



Residential Network	Gurgaon	Mumbai
Total OOH Locations in Mumbai	21	116
No. of Locations selected for Research	7	23
Total SS Achieved	411	1345
Projections made to Universe of	20970	39114

# Profile of audience in Gurgaon



*Through OOH locations in Gurgaon one can reach*

- Male & Female – 53% are males and 47% females
- Educated audience – 80% of the respondents are Graduate/ Post Graduate
- Proportion of young audience in different age bands – 25% in 21-30 years and 32% in 31-40 years
- 30% of the audience are middle or senior executives and 17% are students
- Very Affluent
  - 96% of the audience across OOH network in Gurgaon are SEC A
  - Average MHI of the audience is Rs.35,500/-
  - 27% of the residents have an MHI of Rs.1,00,000+
  - 60% of the respondents live in their own house

# Profile of audience in Mumbai



*Through OOH locations in Mumbai one can reach*

- Male & Female – almost an equal proportion of males and females – 13:12
- Educated audience – 78% of the respondents are Graduate/ Post Graduate
- Proportion of young audience in different age bands – 18% in 21-30 years and 30% in 31-40 years
- Higher proportion of the residents are Businessmen/Self employed – 20% as against only 9% in Gurgaon
- Proportion of housewives among residents also higher in Mumbai -26% as against 19%
- Very Affluent
  - 96% of the audience across OOH network in Mumbai are SEC A – same as Gurgaon
  - Average MHI of the residents is higher than that of Gurgaon residents is Rs.47,200/-
  - 26% of the residents have an MHI of Rs.1,00,000+
  - 78% of the respondents live in their own house

# Audience Behaviour



## Gurgaon

- On an average wait for the lift for about 2.3 minutes
- On an average, residents move in and out of the building 3 – 4 times a day
- More than 90% of the occupants visit malls, multiplexes and restaurants
- Visit Malls and Restaurants frequently – more than 40% go to these places once a week
- Restaurants and Malls are the places where people in Gurgaon spend maximum time – more than 1.5 hours
- Only 38% of the respondents visit gyms – average frequency of go to gyms 4.3 times a week

## Mumbai

- On an average wait for the lift for about 2.7 minutes
- Occupants of the OOH locations in Mumbai move in and out of the building 3.32 times a day on an average
- Over 94% of the Mumbai residents visit malls, multiplexes and restaurants
- On an average, people visit Restaurants once a week; maximum people (36%) visit Malls once in 2 weeks
- Restaurants and Malls are the places (after Multiplexes) where people in Mumbai spend maximum time – more than 1.5 hours
- Only 40% of the respondents visit gyms – and spend around 80 minutes on working out on an average

# Summary



## Gurgaon

- 91% of the respondents recall seeing OOH screens and of these nearly 96 % recall seeing an ad on OOH screens.
- On an average, the residents look at screen for 37 seconds

## Mumbai

- At an overall level, all the residents recall seeing OOH screens and also recall seeing an ad on OOH screens.
- The residents look at LCD screen for a lesser duration than Gurgaon residents – 28 seconds on an average



THANK YOU