

▲ CHROME ▲

DATA ANALYTICS & MEDIA

INDIA'S LARGEST PRIMARY RESEARCH
& DATA ANALYTICS COMPANY



Study on “English consumption in rural India”

Sample Methodology



Chrome DM
Skilled interviewers



Sample -1,754
Market – Rural India
Date – 25th to 28th Dec'17



Interviewing
respondent



Mobile devices
used
for all interviews



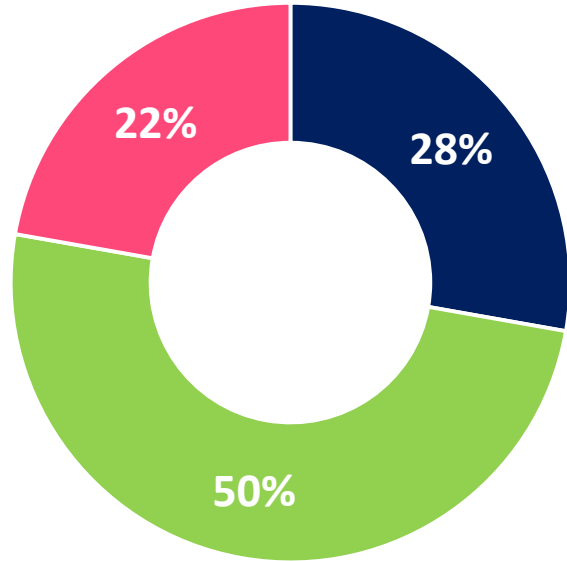
Structured
questionnaires
Real Time
Submit





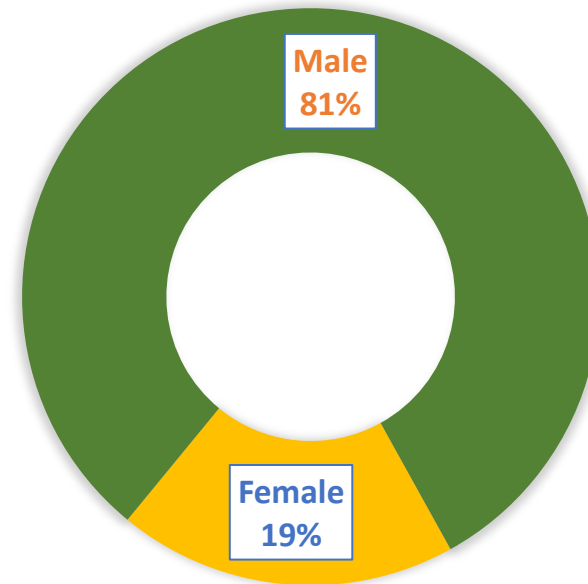
Response

Age



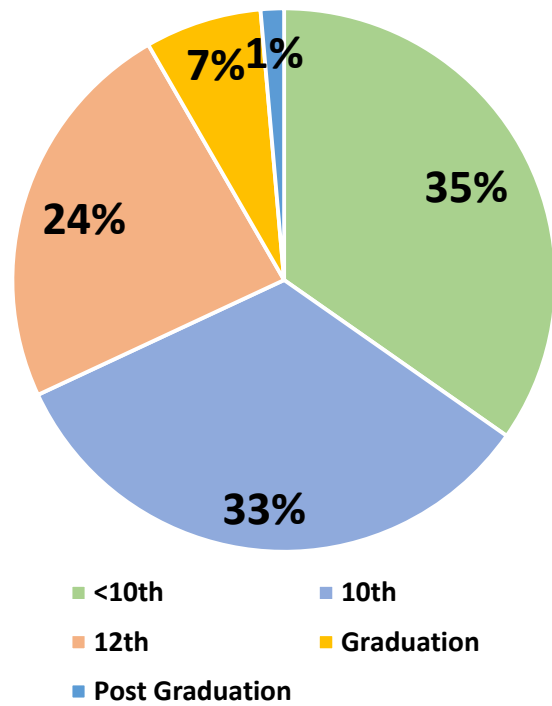
■ 16 - 24 Yrs ■ 25 - 34 Yrs ■ 35 - 44 Yrs

Gender

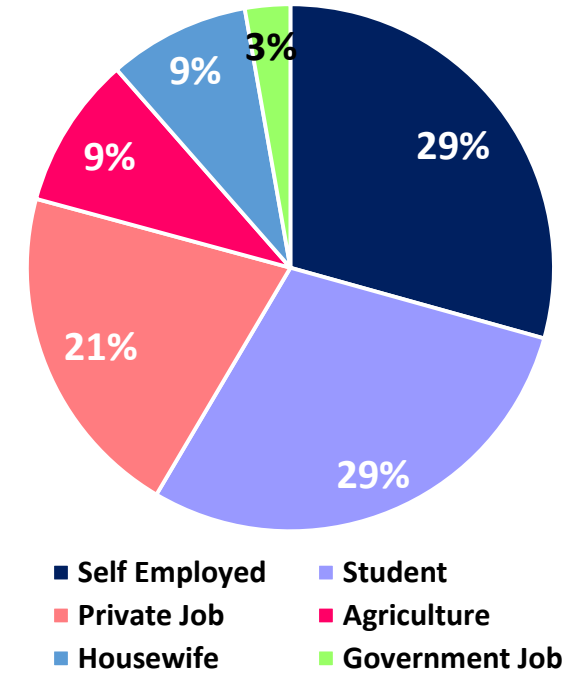


Response

Education

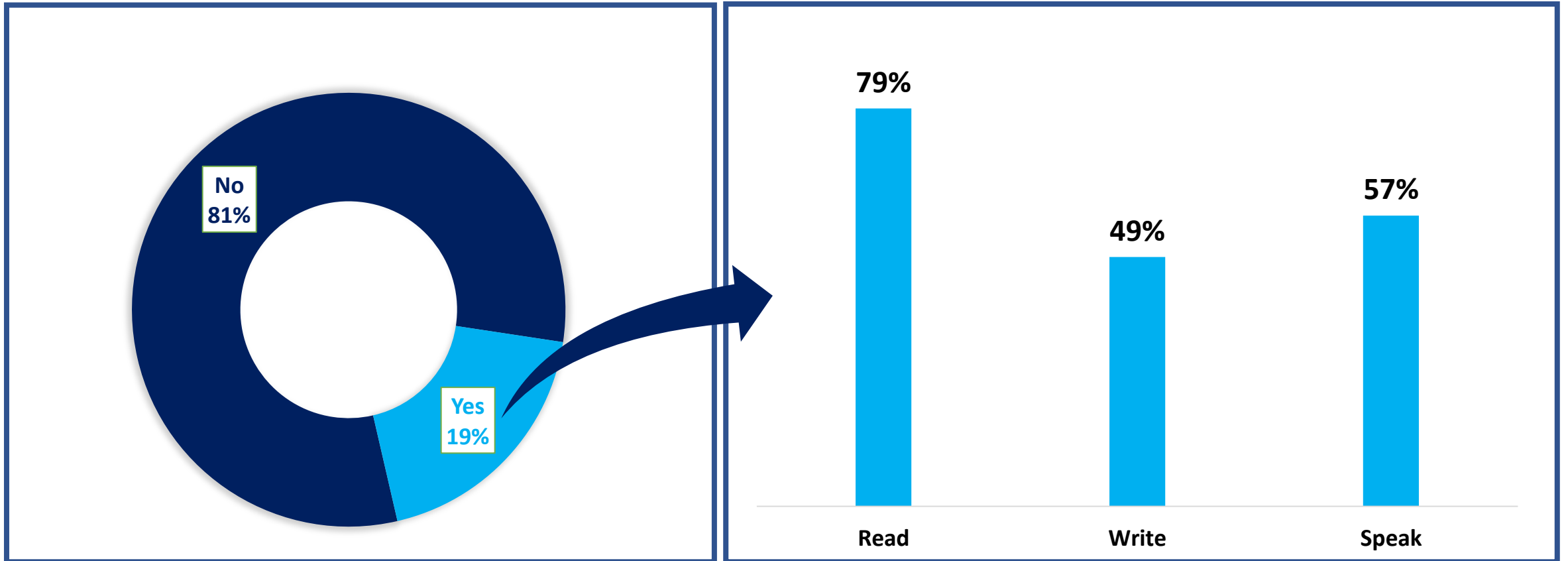


Occupation

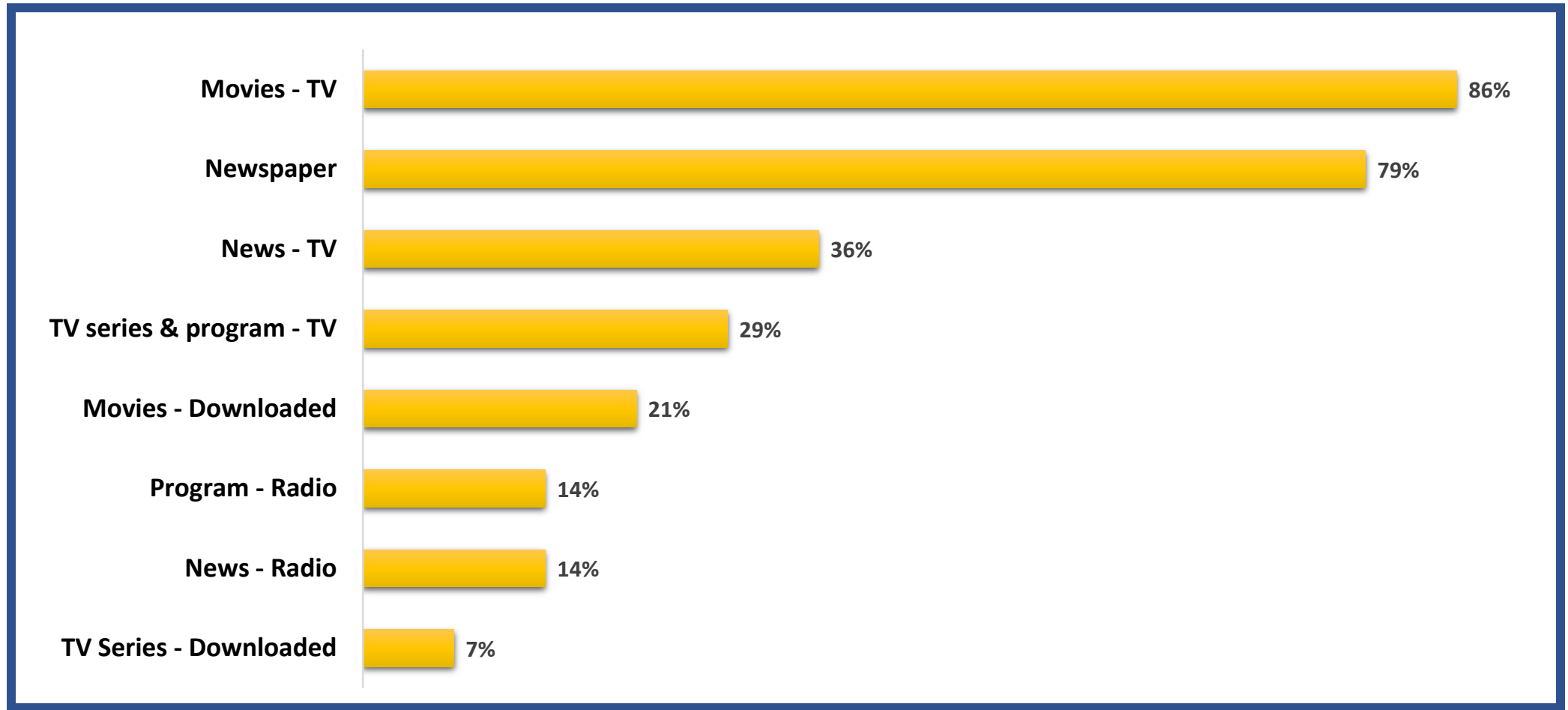


English Language Consumption

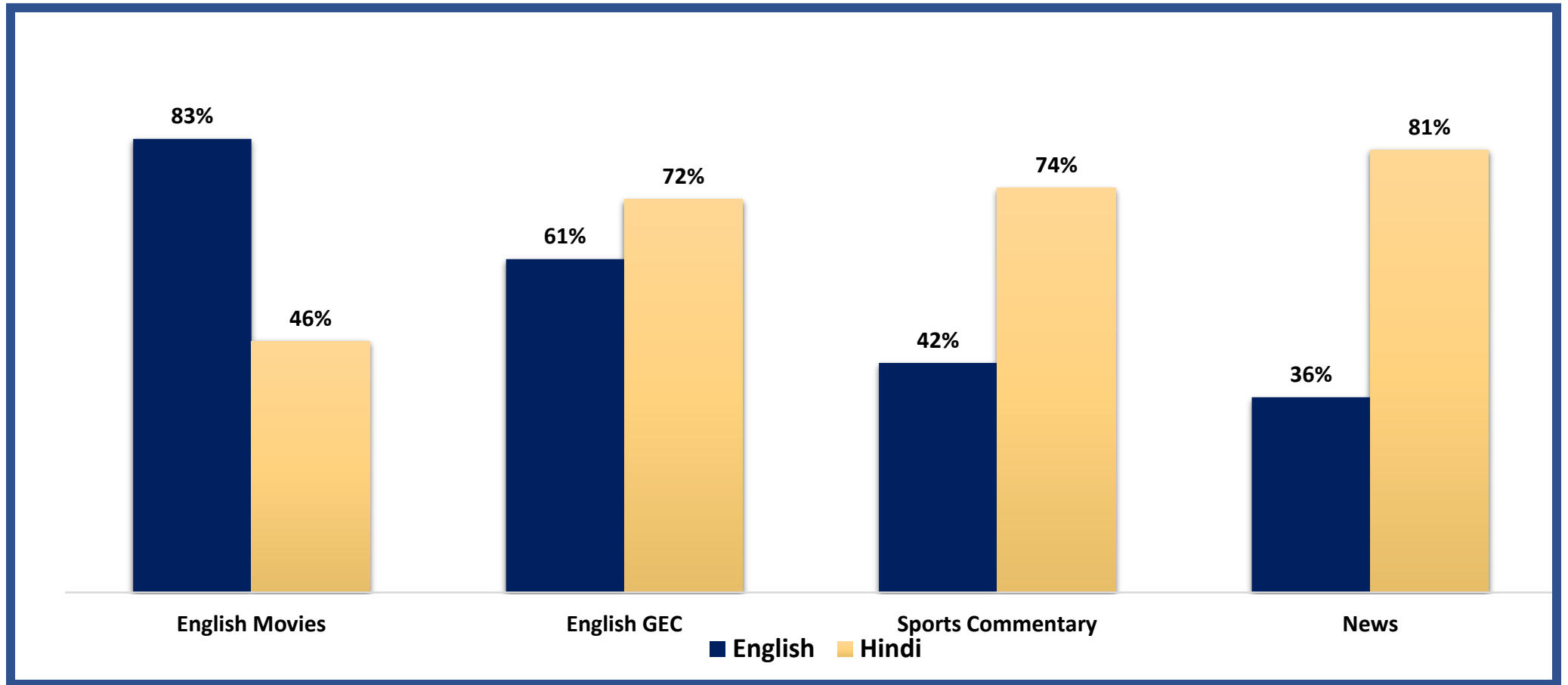
Only 19% claims that they can **Read/Write/Speak** English Language



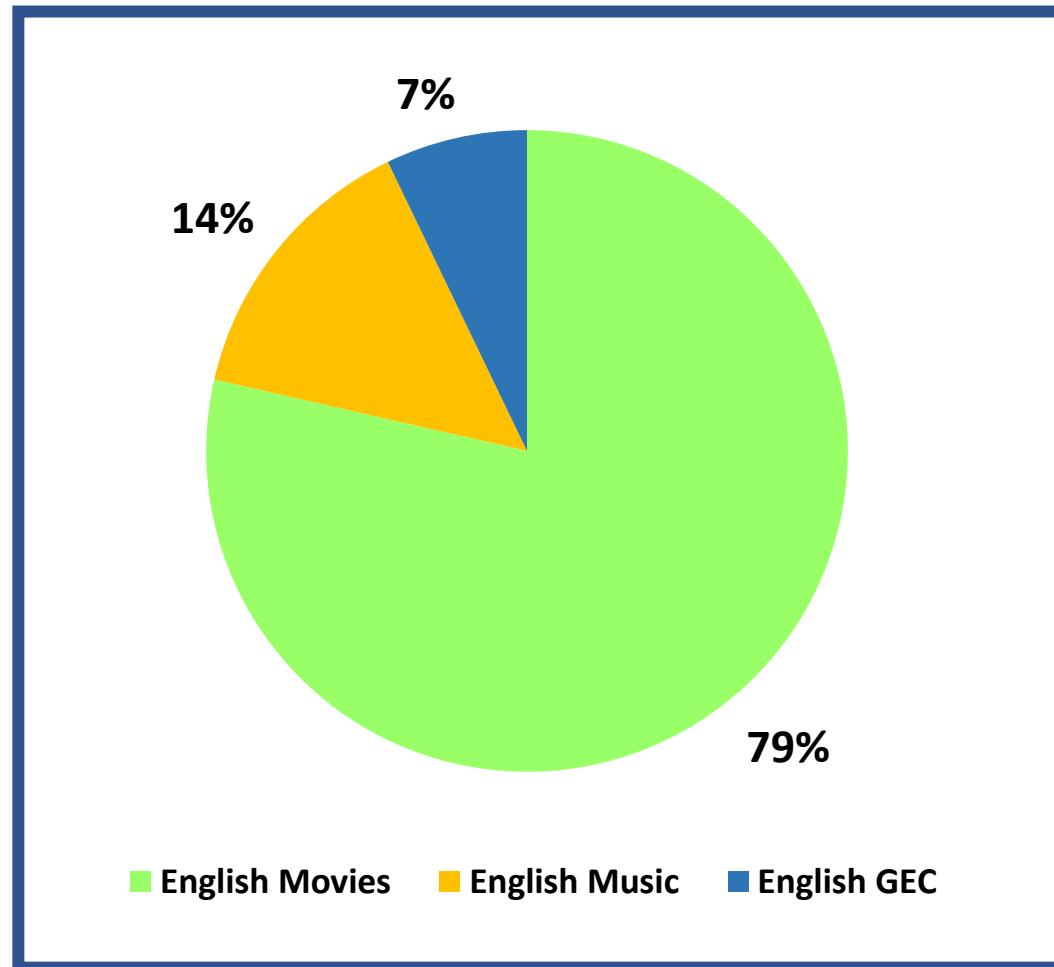
English Language Consumption



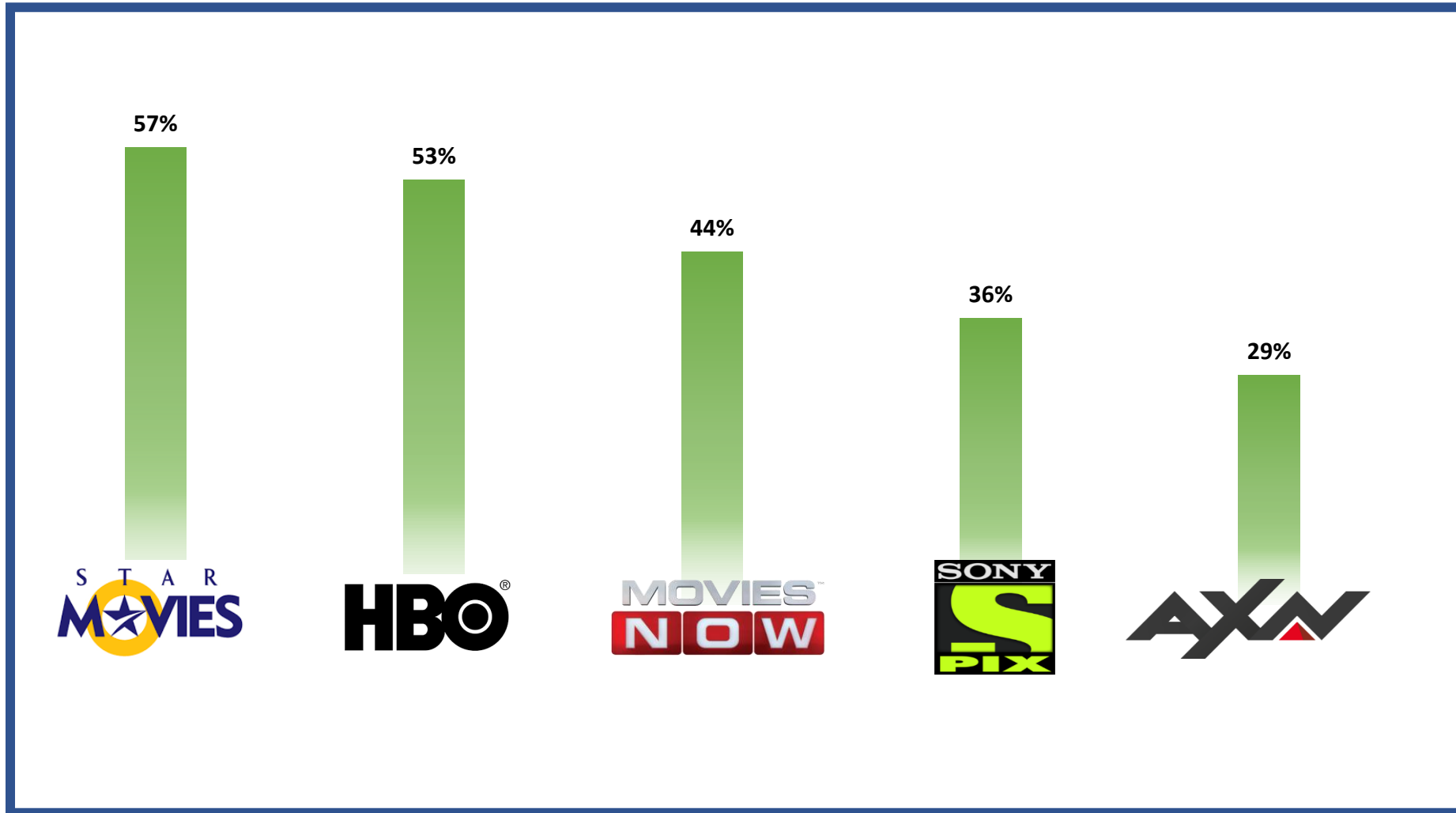
Language preference as per program genre



Favorite Program Genre



Top 5 Channels





Thank You

