

2011

September-October



Audience reserch of Radio Palermo



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SURVEY CRITERIA

Company which makes the survey	Información Técnica y Científica SL (Infortécnica)
Field	Population older than 15 years old from Ciudad Autónoma de Buenos Aires
Sample	401 interviews.
Sampling technique	Probabilistic sampling, at random.
Credibility gap	95,5% (dos sigma)
Margin of error (maximum error applicable to the entirety of the sample)	+/- 4,99%
Kind of inquiry	Telephonic.
Date of inquiry	September-October de 2011
Infortécnica data	C/ Lepanto, 422 08025 Barcelona (Spain) Tel: +34 93 433 42 43 Fax: +34 93 435 16 27 More information: www.infortecnica.com www.audiencia.org

You can verify the survey data authenticity checking the following web:
www.audiencia.org or you can contact Infortécnica as well.

SUMMARY

"RADIO PALERMO" CLOSE TO 200.000 LISTENERS IN BUENOS AIRES

The last survey from October 2011 reveals that "Radio Palermo" is known by more than 30% of the population living in Buenos Aires. A 6% usually listens to it, approximately 200.000 people who spend more than 30 minutes every day listening to the radio station.

The final share is near 2%, with a quota of 35.000 GRP's listeners.



Survey's area

Quantitative analysis

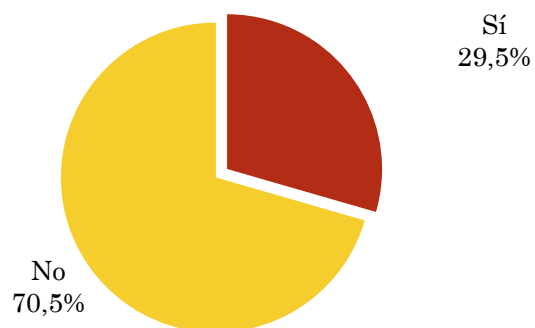
Estimated population \Rightarrow 3.200.000

Municipality \Rightarrow city of Buenos Aires

Question - Have you ever heard of Radio Palermo radio station?

Field: Population older than 15 years old in city of Buenos Aires

Answer	Percentage
Sí	29,5%
No	70,5%

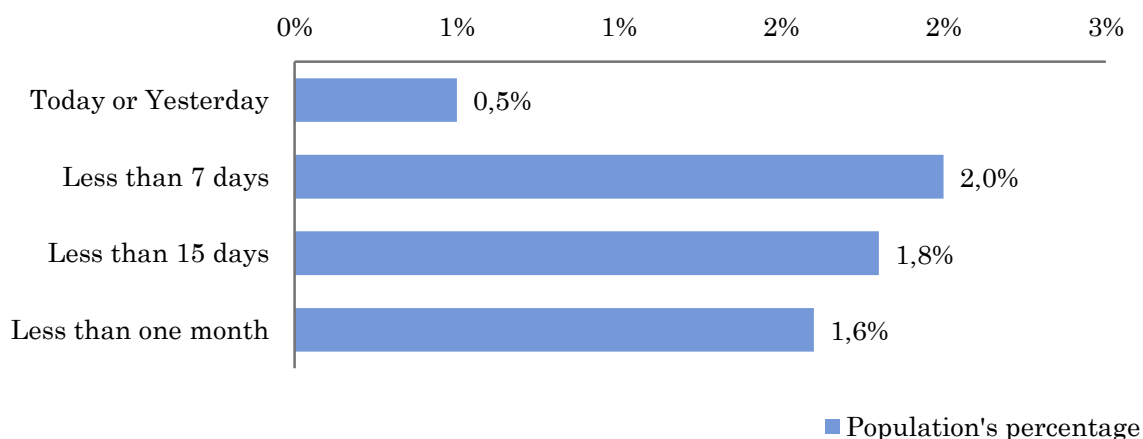


Question - Approximately, when was the last time you listened to Radio Palermo?

Field: Population older than 15 years old in city of Buenos Aires whom know the radio station

Answer	Population's percentage	Persons
Today or Yesterday	0,5%	16.000
Less than 7 days	2,0%	64.000
Less than 15 days	1,8%	57.600
Less than one month	1,6%	51.200

The radio station has got 188800 listeners in the indicated area during last month.



Audience during last month

Field: Population older than 15 years old in city of Buenos Aires

Minutes/day: Daily dedicating time to the radio station in the specific area.

Standard deviation (σ): Standard deviation is a measure of the average dispersion.

Minutes / day	Standard deviation (σ)
1,5	8,6

SHARE: quota of listeners, expressed in percentage, as far as the other radio stations are concerned.

SHARE
1,6%

Quota of listeners (GRP's): expressed in number of persons, as far as the other radio stations are concerned.

Quota of listeners (GRPs)
33.418

Daily audience: Hours of listening in total by the entirety of population.

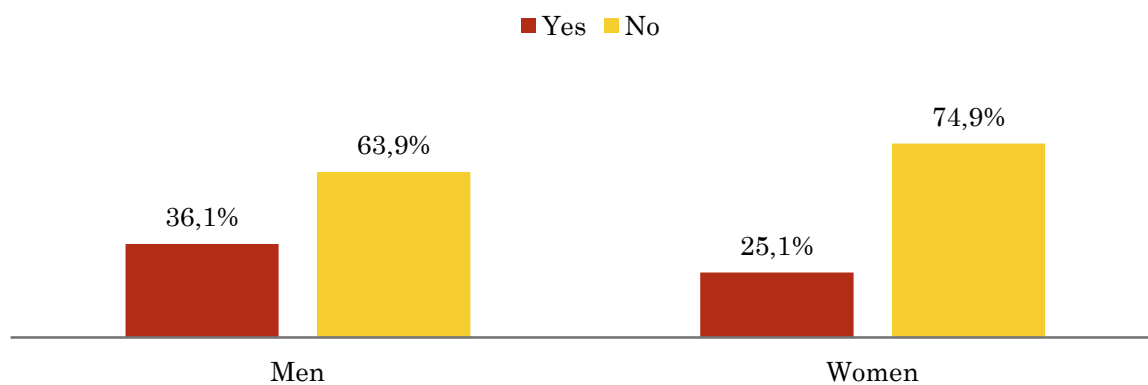
Daily audience (hours)
80.000

Question - Have you ever heard of Radio Palermo radio station?

Field: Population older than 15 years old in city of Buenos Aires

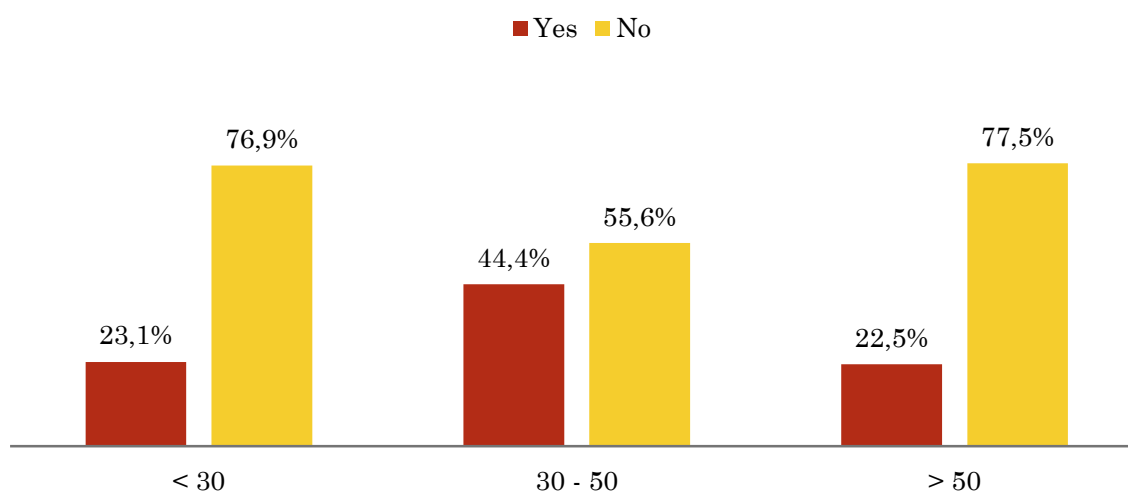
Profile sex

Resp / Group	Men	Women
Yes	36,1%	25,1%
No	63,9%	74,9%



Profile age

Resp / Group	< 30	30 - 50	> 50
Yes	23,1%	44,4%	22,5%
No	76,9%	55,6%	77,5%

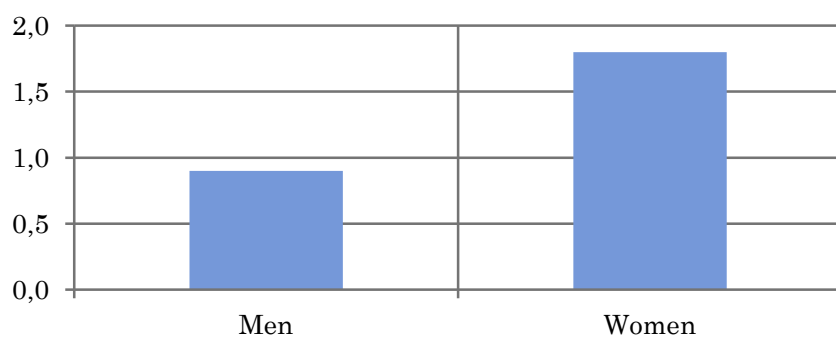


Tiempo medio de dedicación diaria a la emisora (minutos / día)

Field: Population older than 15 years old in city of Buenos Aires

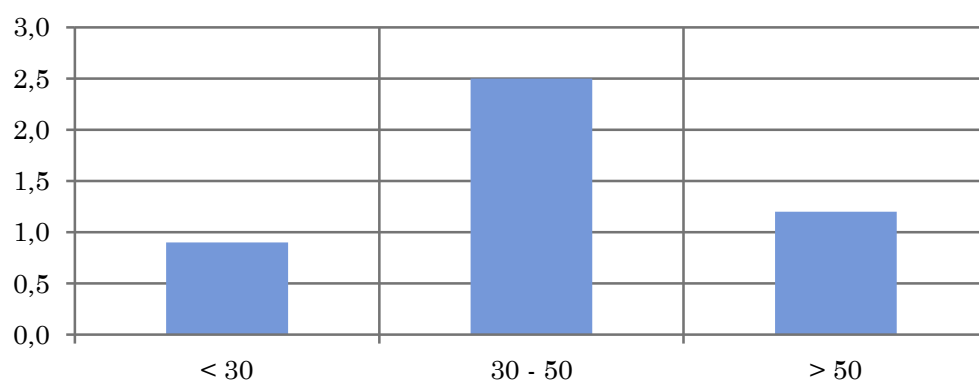
Profile sex

Men	Women
0,9	1,8



Profile age

< 30	30 - 50	> 50
0,9	2,5	1,2

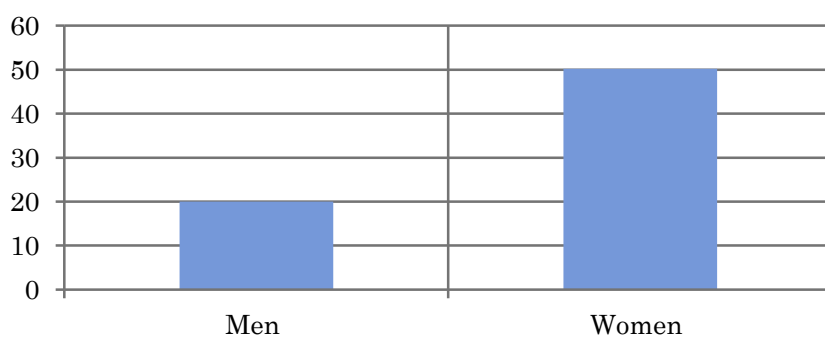


Average time attention daily at radio station (minutes / day)

Field: Population older than 15 years old in city of Buenos Aires whom follow the radio station

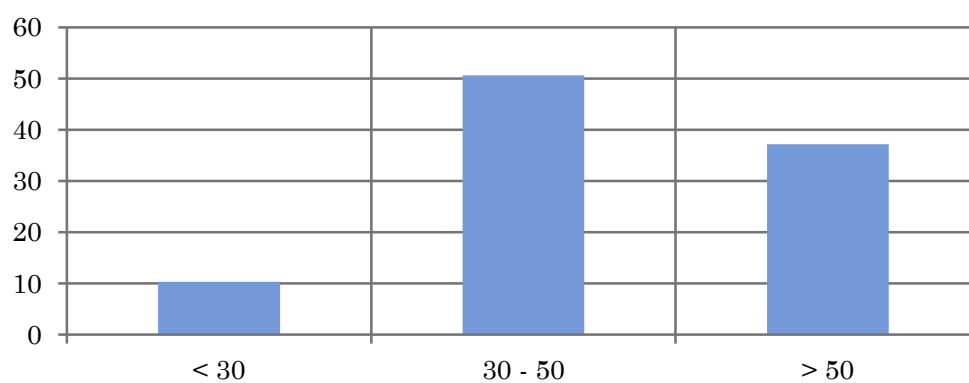
Profile sex

Men	Women
20,0	50,2



Profile age

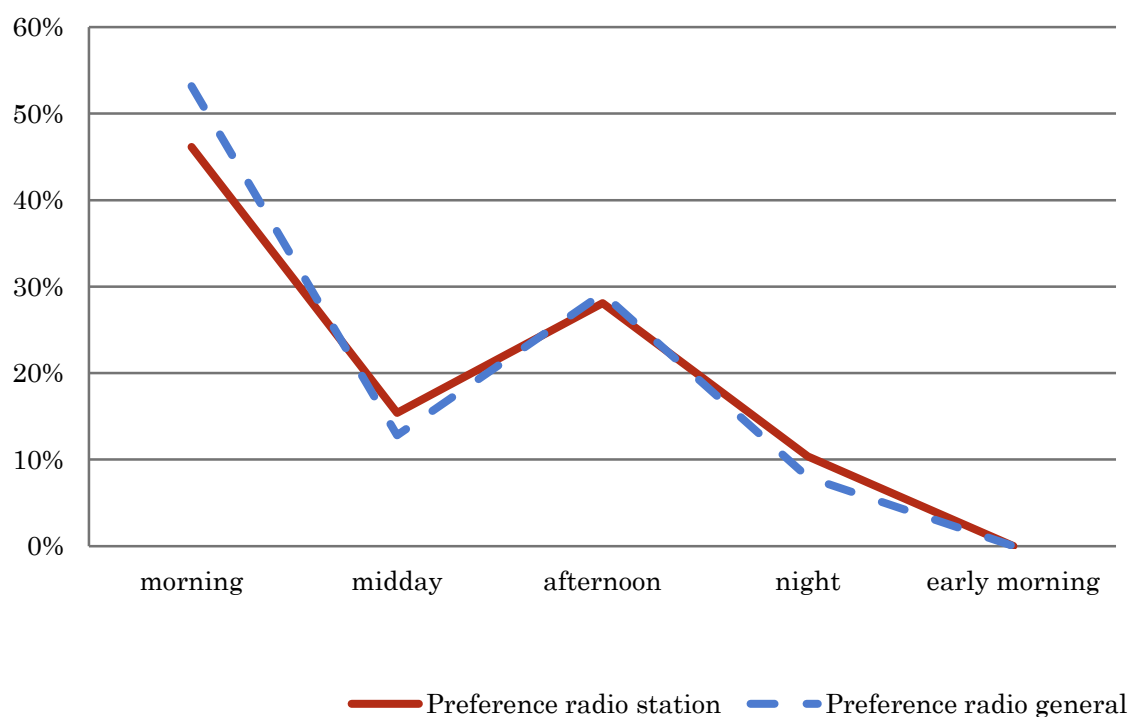
< 30	30 - 50	> 50
10,3	50,6	37,2



Pregunta - At what time do you usually listen to Radio Palermo?

Field: Population older than 15 years old in city of Buenos Aires whom know the radio station

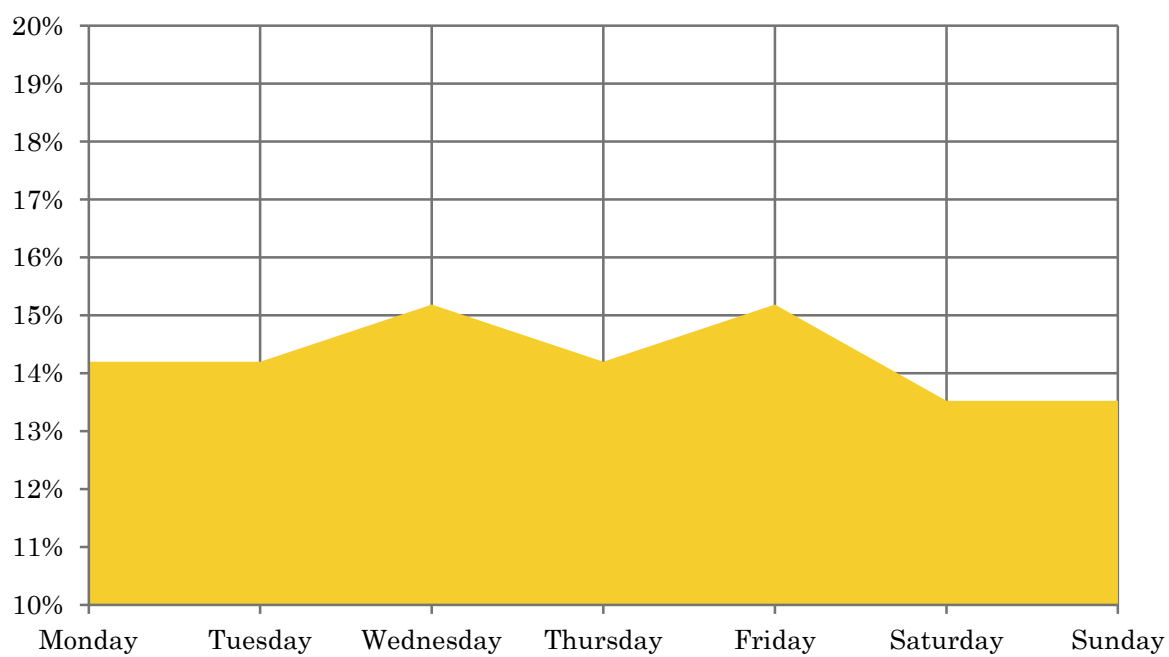
Answer	Preference radio station	Preference radio general
morning	46,2%	53,2%
midday	15,4%	12,8%
afternoon	28,1%	29,2%
night	10,4%	8,0%
early morning	0,0%	0,0%



Question: Which days of the week do you usually listen to Radio Palermo?

Field: Population older than 15 years old in city of Buenos Aires whom know the radio station

Answer	Percentage of answers
Monday	14,2%
Tuesday	14,2%
Wednesday	15,2%
Thursday	14,2%
Friday	15,2%
Saturday	13,5%
Sunday	13,5%



■ Percentage of answers