

2012

November



Audience reserch of Radio Palermo



Index

⇒ Technical file	<u>3</u>
Synthesis	<u>4</u>
Quantitative analysis	<u>6</u>
Analysis by sex and age	<u>8</u>
Audience distribution during the day	<u>11</u>

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	385 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)	+/- 5,1%
Kind of inquiry	Telephonic.
Date of inquiry	November 2012
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", FOLLOWED BY MORE THAN 200,000 listeners IN BUENOS AIRES

"Radio Palermo" is known by a 31.3 percent of the populated area of dissemination of the city of Buenos Aires, the major part of the usual of the radio. A 6.4 percent listening on a regular basis, more than 200,000 listeners, devoting to the station a daily average more than 30 minutes. The resulting share is 2.7 percent, reaching a GRP's top 57,000 listeners.



Survey's area

Quantitative analysis

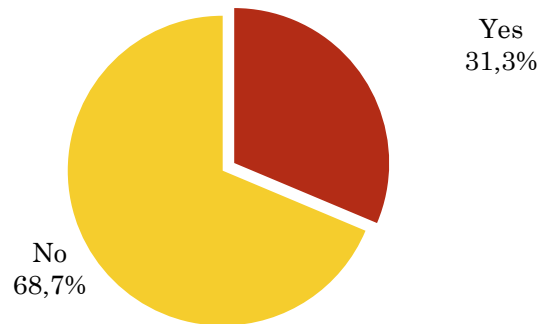
Estimated population \Rightarrow 3.200.000

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
Yes	31,3%
No	68,7%

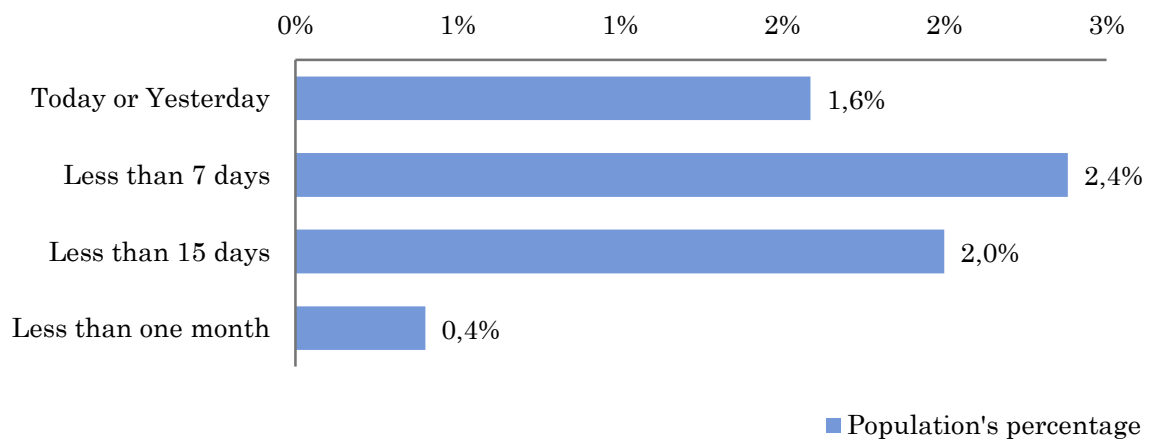


Question - Approximately, when was the last time you listened to Radio Palermo?

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	1,6%	50.794
Less than 7 days	2,4%	76.190
Less than 15 days	2,0%	64.000
Less than one month	0,4%	12.800

The radio station has got 203784 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)
2,6	15,2

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

SHARE
2,7%

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

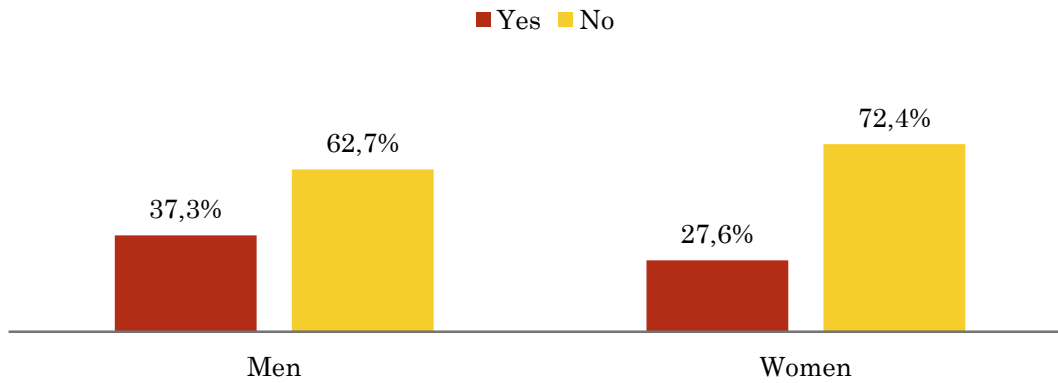
Quota of listeners (GRPs)
57.924

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

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

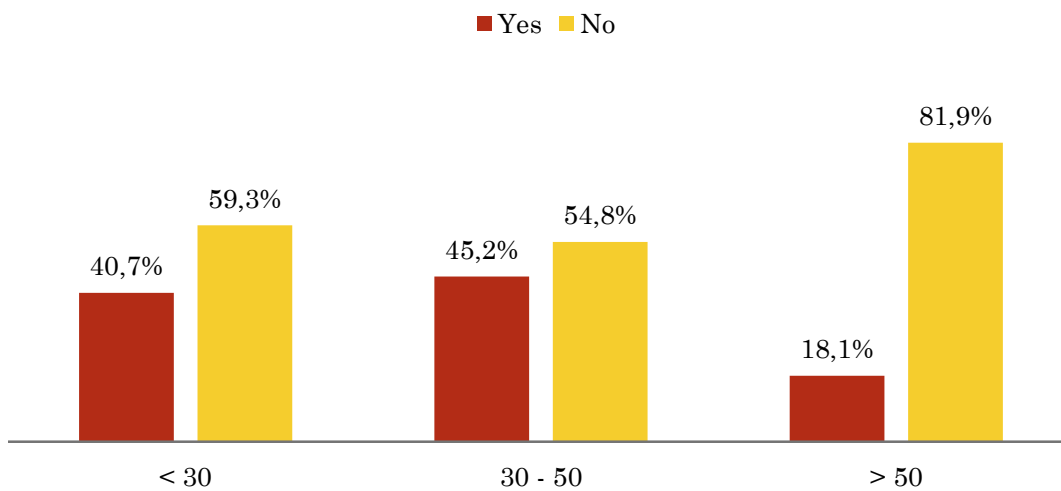
Profile sex

Resp / Group	Men	Women
Yes	37,3%	27,6%
No	62,7%	72,4%



Profile age

Resp / Group	< 30	30 - 50	> 50
Yes	40,7%	45,2%	18,1%
No	59,3%	54,8%	81,9%

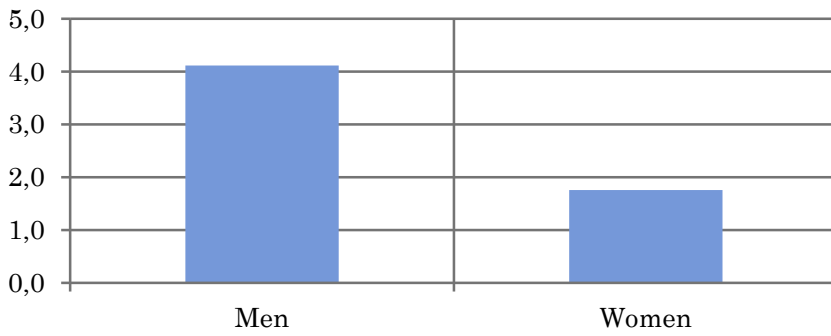


Median time of daily dedication to the station (minutes / day)

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

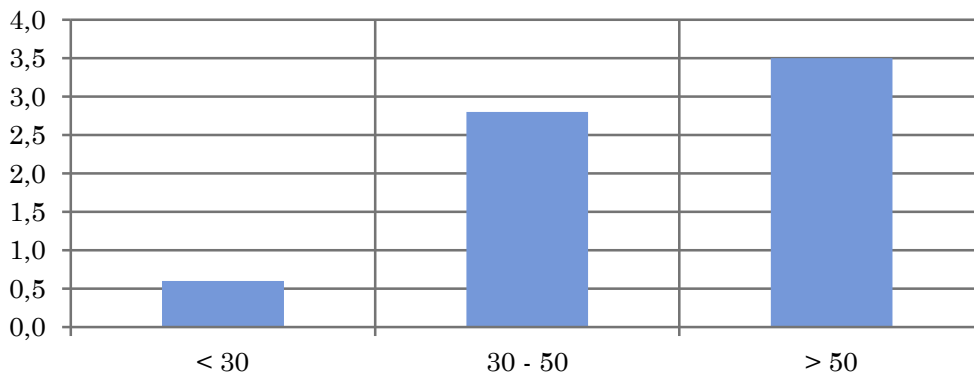
Profile sex

Men	Women
4,1	1,8



Profile age

< 30	30 - 50	> 50
0,6	2,8	3,5

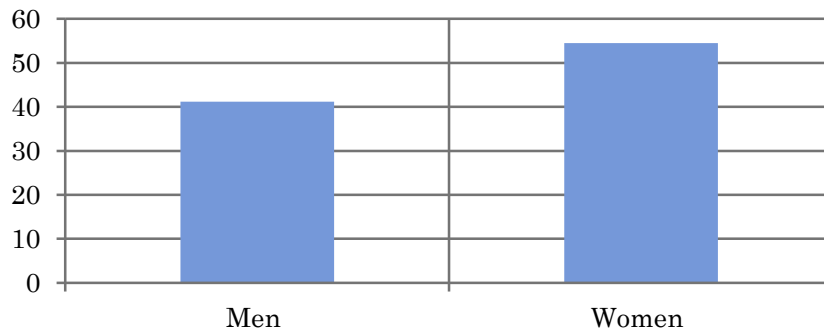


Average time attention daily at radio station (minutes / day)

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

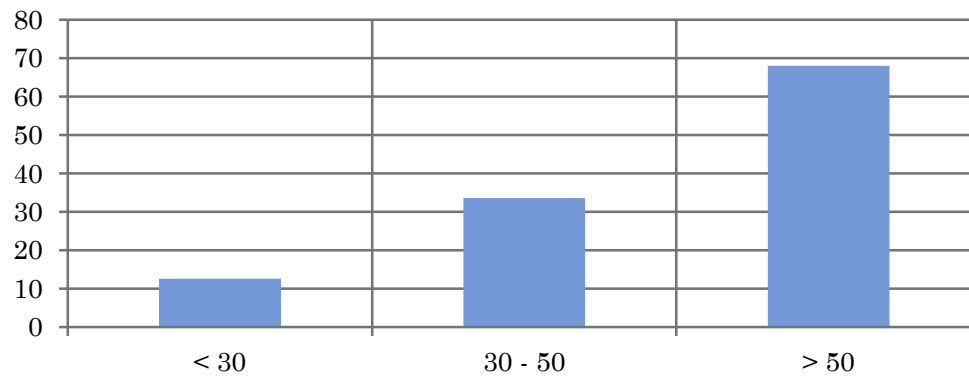
Profile sex

Men	Women
41,2	54,5



Profile age

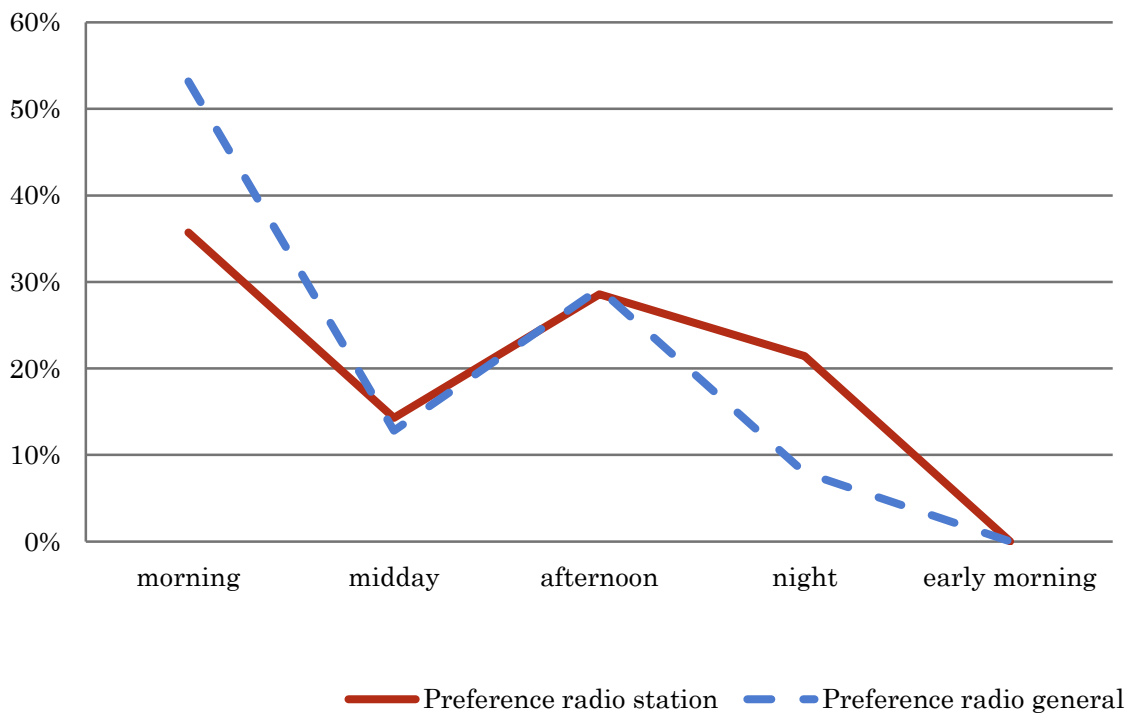
< 30	30 - 50	> 50
12,6	33,6	68,0



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

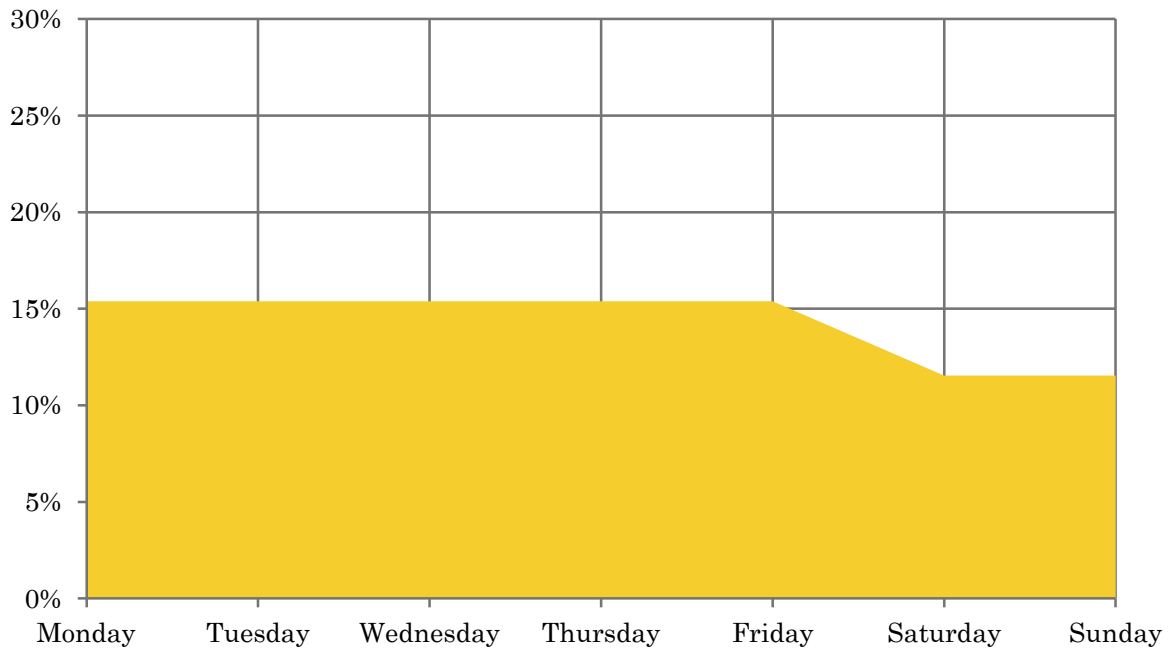
Answer	Preference radio station	Preference radio general
morning	35,7%	53,2%
midday	14,3%	12,8%
afternoon	28,6%	29,2%
night	21,4%	8,0%
early morning	0,0%	0,0%



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	15,4%
Tuesday	15,4%
Wednesday	15,4%
Thursday	15,4%
Friday	15,4%
Saturday	11,5%
Sunday	11,5%



■ Percentage of answers