

2013

July



## Audience reserch of Radio Palermo



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## SURVEY CRITERIA

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<b>Company which makes the survey</b>	Información Técnica y Científica SL (Infortécnica)
<b>Field</b>	Population older than 15 years old from Ciudad Autónoma de Buenos Aires
<b>Sample</b>	380 interviews.
<b>Sampling technique</b>	Probabilistic sampling, at random.
<b>Credibility gap</b>	95,5% (dos sigma)
<b>Margin of error (maximum error applicable to the entirety of the sample)</b>	+/- 5,13%
<b>Kind of inquiry</b>	Telephonic.
<b>Date of inquiry</b>	July 2013
<b>Infortécnica data</b>	C/ Lepanto, 422 08025 Barcelona (Spain) Tel: +34 93 433 42 43 Fax: +34 93 435 16 27 More information: <a href="http://www.infortecnica.com">www.infortecnica.com</a> <a href="http://www.audiencia.org">www.audiencia.org</a>

You can verify the survey data authenticity checking the following web:  
[www.audiencia.org](http://www.audiencia.org) or you can contact Infortécnica as well.

## SUMMARY

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### **"RADIO PALERMO" CLOSE TO 290.000 LISTENERS IN BUENOS AIRES**

"Radio Palermo" is known for one-third of the broadcast area of the populated city of Buenos Aires. In other words, most of the usual radio listeners know Radio Palermo.

Nine percent of population regularly listen it. More than 290.000 listeners follow this radio station an average daily mean over 50 minutes.

The resulting share is 3,7 percent, reaching a GRP's over 77.000 listeners.



Survey's area

### Quantitative analysis

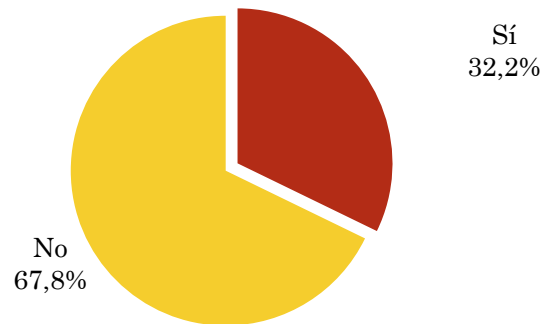
Estimated population  $\Rightarrow$  3.200.000

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
Sí	32,2%
No	67,8%

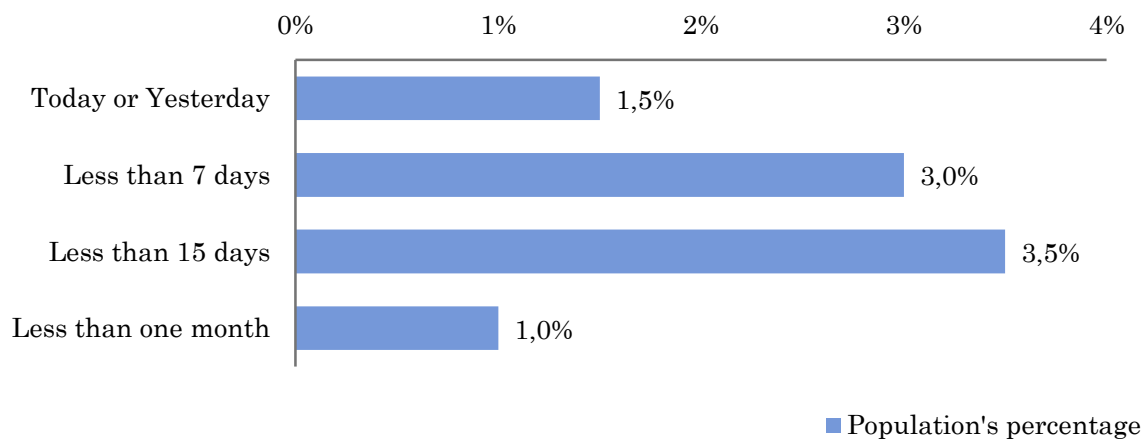


### Question - Approximately, when was the last time you listened to Radio Palermo?

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	1,5%	48.000
Less than 7 days	3,0%	96.000
Less than 15 days	3,5%	112.000
Less than one month	1,0%	32.000

The radio station has got 288000 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 ( $\sigma$ ): Standard deviation is a measure of the average dispersion.

Minutes / day	Standard deviation ( $\sigma$ )
3,5	19,0

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

SHARE
3,7%

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

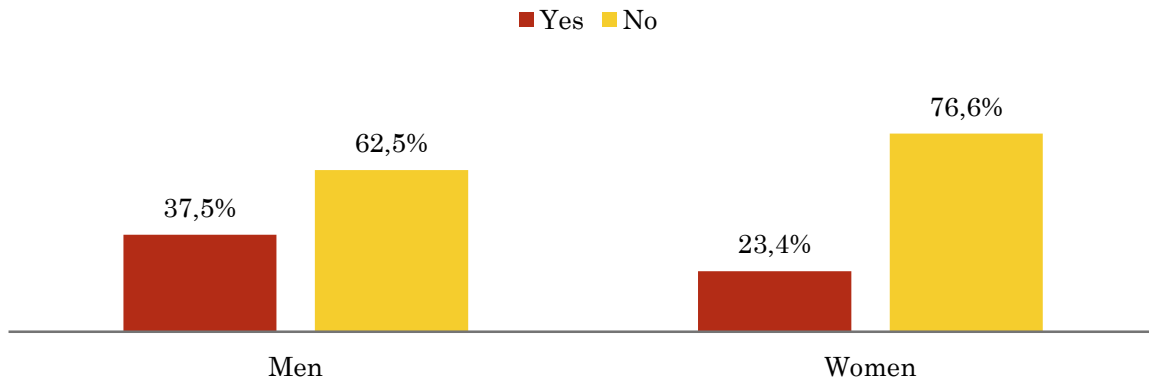
Quota of listeners (GRPs)
77.975

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

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

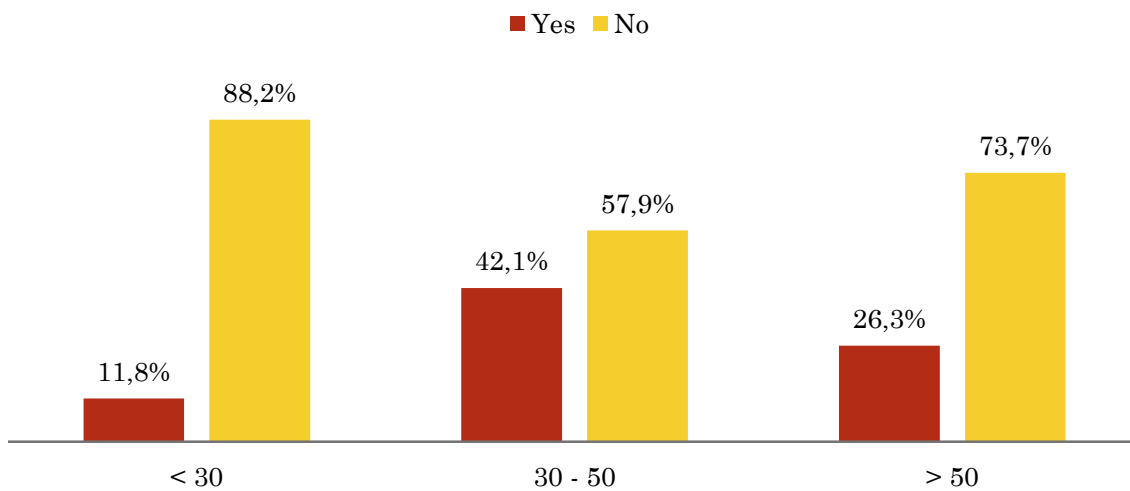
#### Profile sex

Resp / Group	Men	Women
Yes	37,5%	23,4%
No	62,5%	76,6%



#### Profile age

Resp / Group	< 30	30 - 50	> 50
Yes	11,8%	42,1%	26,3%
No	88,2%	57,9%	73,7%



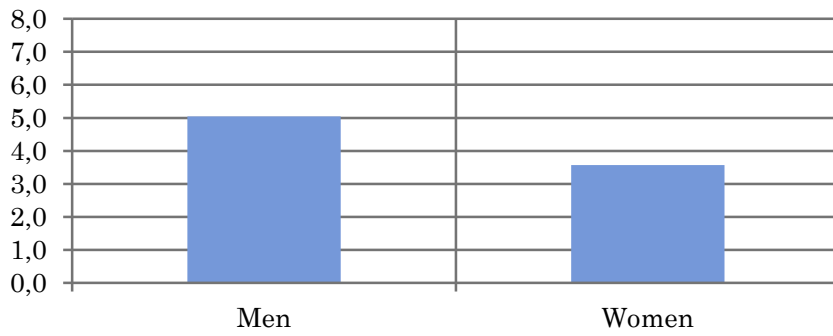


## Tiempo medio de dedicación diaria a la emisora (minutos / día)

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

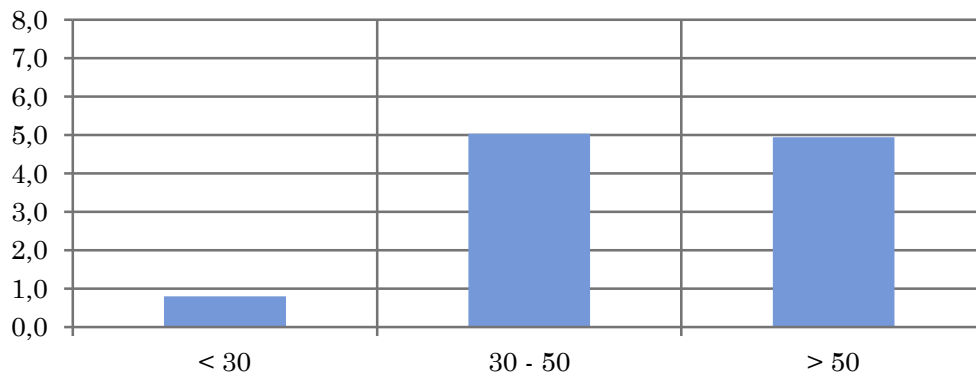
### Profile sex

Men	Women
5,0	3,6



### Profile age

< 30	30 - 50	> 50
0,8	5,0	4,9

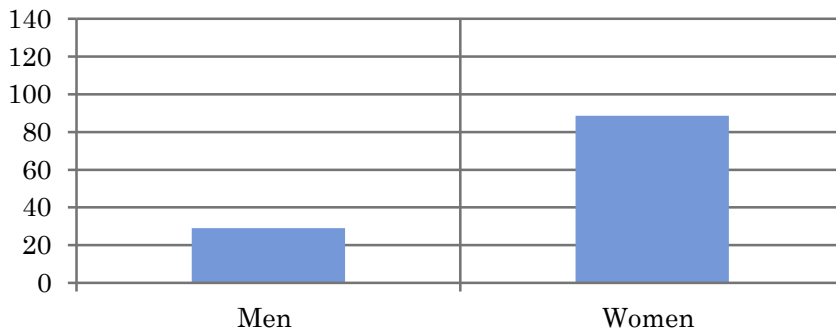


## Average time attention daily at radio station (minutes / day)

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

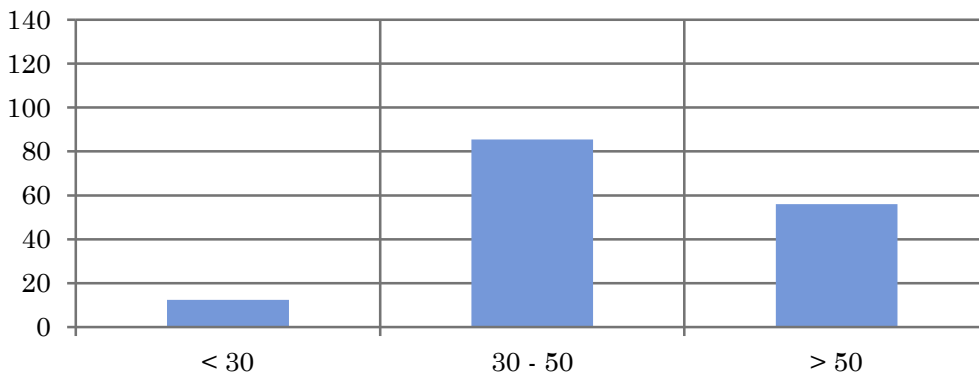
### Profile sex

Men	Women
29,0	88,6



### Profile age

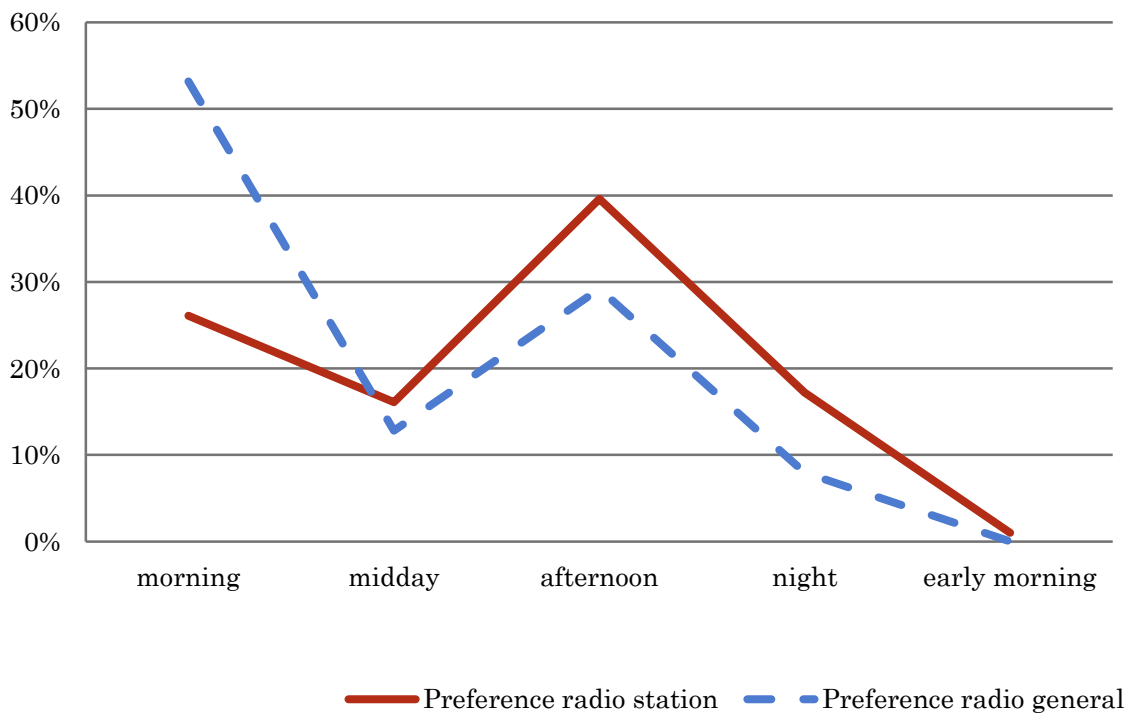
< 30	30 - 50	> 50
12,4	85,5	56,0



### 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

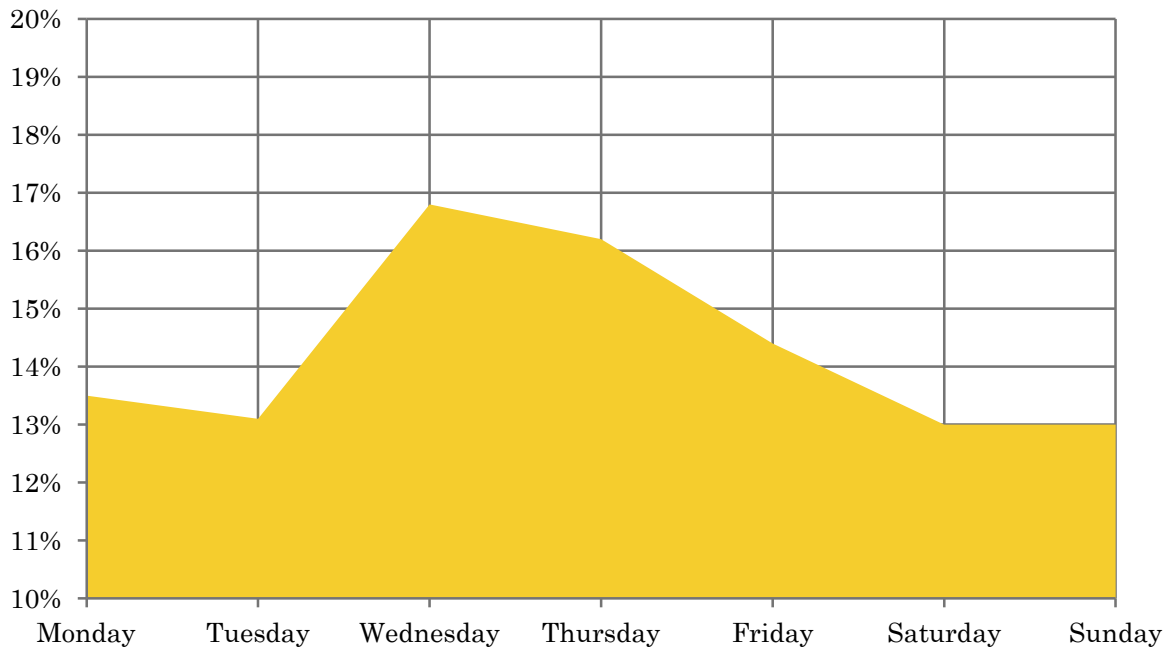
Answer	Preference radio station	Preference radio general
morning	26,1%	53,2%
midday	16,1%	12,8%
afternoon	39,6%	29,2%
night	17,2%	8,0%
early morning	1,0%	0,0%



**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	13,5%
Tuesday	13,1%
Wednesday	16,8%
Thursday	16,2%
Friday	14,4%
Saturday	13,0%
Sunday	13,0%



■ Percentage of answers