



Radio Palermo

08 / 2014

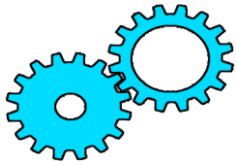
Study of radio audience

audimedia.net



**Infortécnica
audiencia.org**

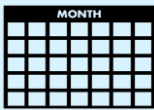




TECHNICAL DATA SHEET

**Univers:**

Population older than 15 years.

**Date of study:** (YYYY / MM)

08 / 2014

2 σ
2 sigma

Probability sampling, simple random. Remember audience.

**Number of telephone interviews:**

361

**Margin of error:**

$\pm 2,63\%$ (5,26%)

**Company that makes the study:**

 **INFORTÉCNICA** - www.infortecnica.com

Check the study:
www.audiencia.org www.audimedia.net



SUMMARY

Radio Palermo, followed by 310547 people, get an 3,8 percent of share in Ciudad Autónoma de Buenos Aires.

The study done in august - 2014. Radio Palermo is known by the 30,3 percent of the population in Ciudad Autónoma de Buenos Aires. In the last month has been followed by 310547 people during 38 minutes per day on average. The average audience time over the whole population is 3,7 minutes with the 3,8 percent of share and a GRP 24h of 65750 people.



STUDY AREA

Ciudad Autónoma de Buenos Aires



Study area:

Ciudad Autónoma de Buenos Aires



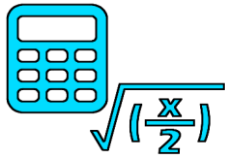
Population:

3.200.000



Localities:

Buenos Aires



RESULTS

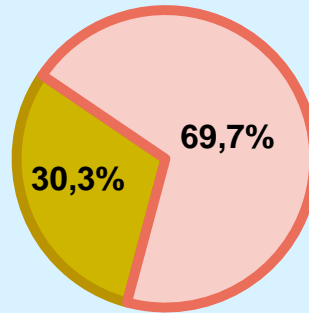
Study area: Ciudad Autónoma de Buenos Aires

Know the station.



30,3 %

970.407



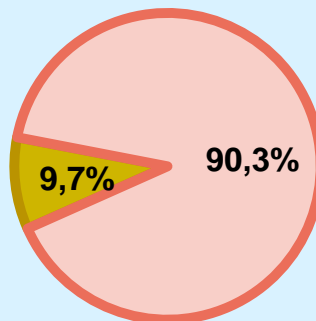
Univers: general population

Follow the station (During the last month)



9,7 %

310.547



Univers: general population

Results - 24 Hours



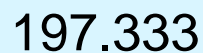
3,8 % **SHARE 24h**

65.750 **GRP 24h**

4.468 **PUBLIC SIMULTANEOUS**

Univers: general population

Daily audience



Univers:

min / person
general population

min / person
Population that follows the station

Total hours
general population

Last time he followed the station



one day

1,3%



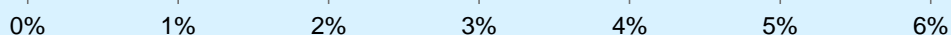
2 to 7 days

2,9%

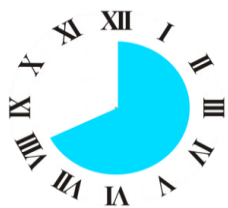


8 to 30 days

5,5%



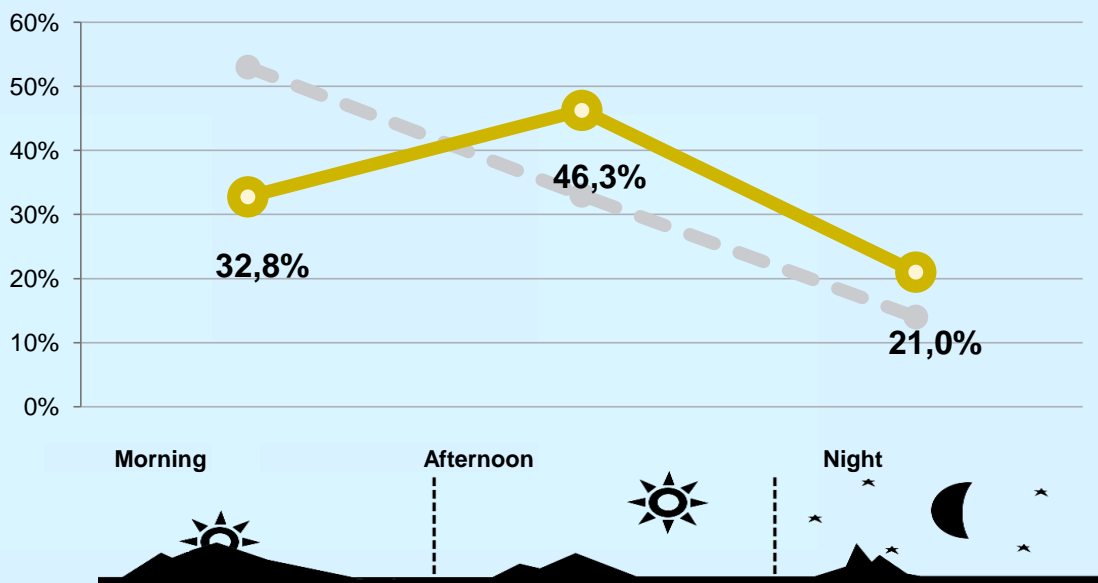
Univers: general population



TIME PREFERENCE





Study area: Ciudad Autónoma de Buenos Aires

Time preference



Univers: general population

Results - 8 hours

	% Share (8 hours)	GRP GRP (8 hours)	 Public simultaneous
Morning 	2,3%	21533	4390
Afternoon 	5,3%	30409	6199
Night 	5,7%	13808	2815

Univers: general population

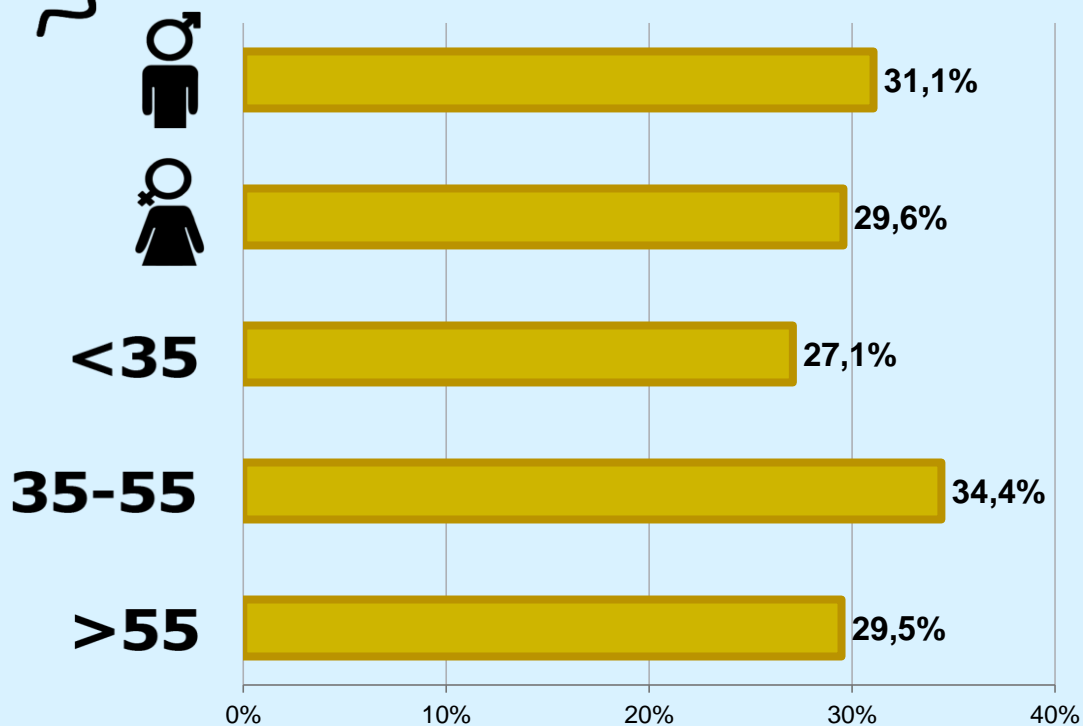


RESULTS BY GENDER AND AGE

Study area: Ciudad Autónoma de Buenos Aires



Know the station

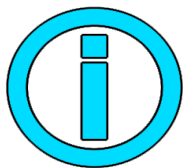


Univers: general population



Daily audience min / person

	Male	Female	<35	35-55	>55
general population	4,7	2,7	3,5	3,8	3,7
population that follows the station	39,1	37,1	30,9	48,6	34,9



ADDITIONAL INFORMATION

Study area: Ciudad Autónoma de Buenos Aires



General information of radio
(All stations)

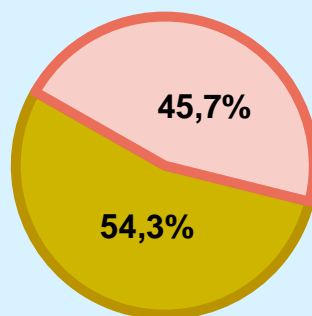


Follow the radio



Daily audience
min / person

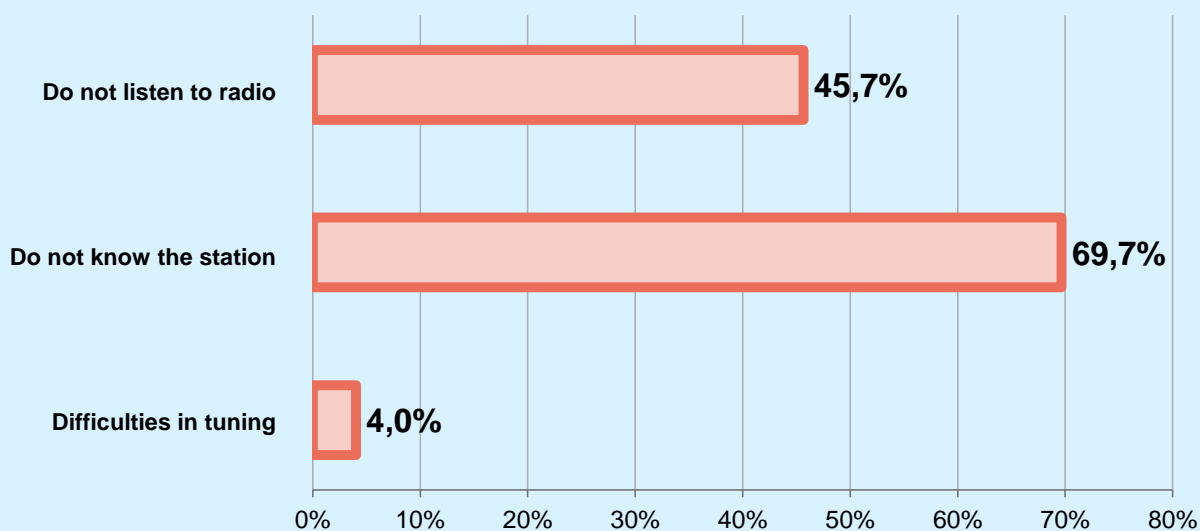
98



Univers: general population



Inconvenience to the diffusion of the station

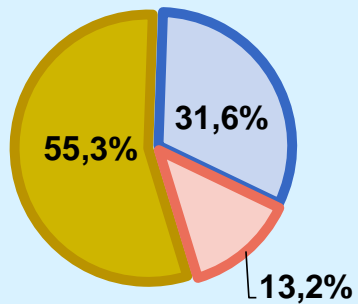


Univers: general population



Sound Quality

Right	55,3%
Tolerable	31,6%
Poor	13,2%



 **Univers:** Population that know the station