ABRIL DE 2001
A MARZO DE 2002

R E S U M E N
G E N E R A L

FICHA TÉCNICA

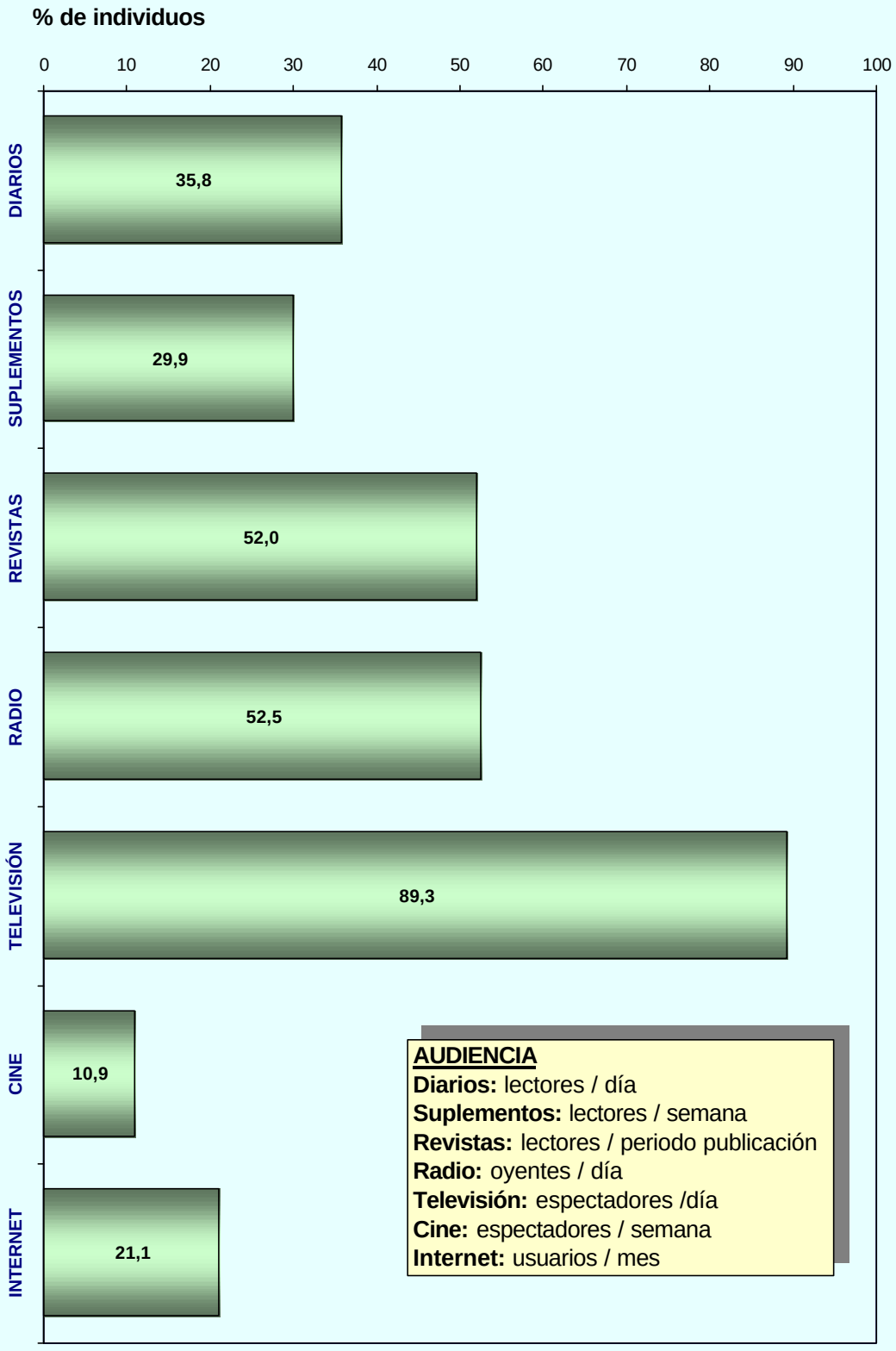
Universo: población de 14 o más años (34.818.000 individuos)
Muestra anual tres últimas olas: 43.706 (+27.468 ampliación medio radio: EGM RADIO XXI)
Método de recogida de información: entrevista "face to face" (+ entrevista telefónica para ampliación radio)
Diseño muestral: selección aleatoria de hogares y elección de una persona del hogar

© AIMC - Prohibida su reproducción total o parcial sin citar a AIMC como fuente y titular de la información y datos.

AIMC - Capitán Haya, 61 - 28020 Madrid - Tel. 91 570 11 74 - Fax: 91 570 20 49 - e.mail: aimc@aimc.es - http://www.aimc.es

AUDIENCIA GENERAL DE MEDIOS

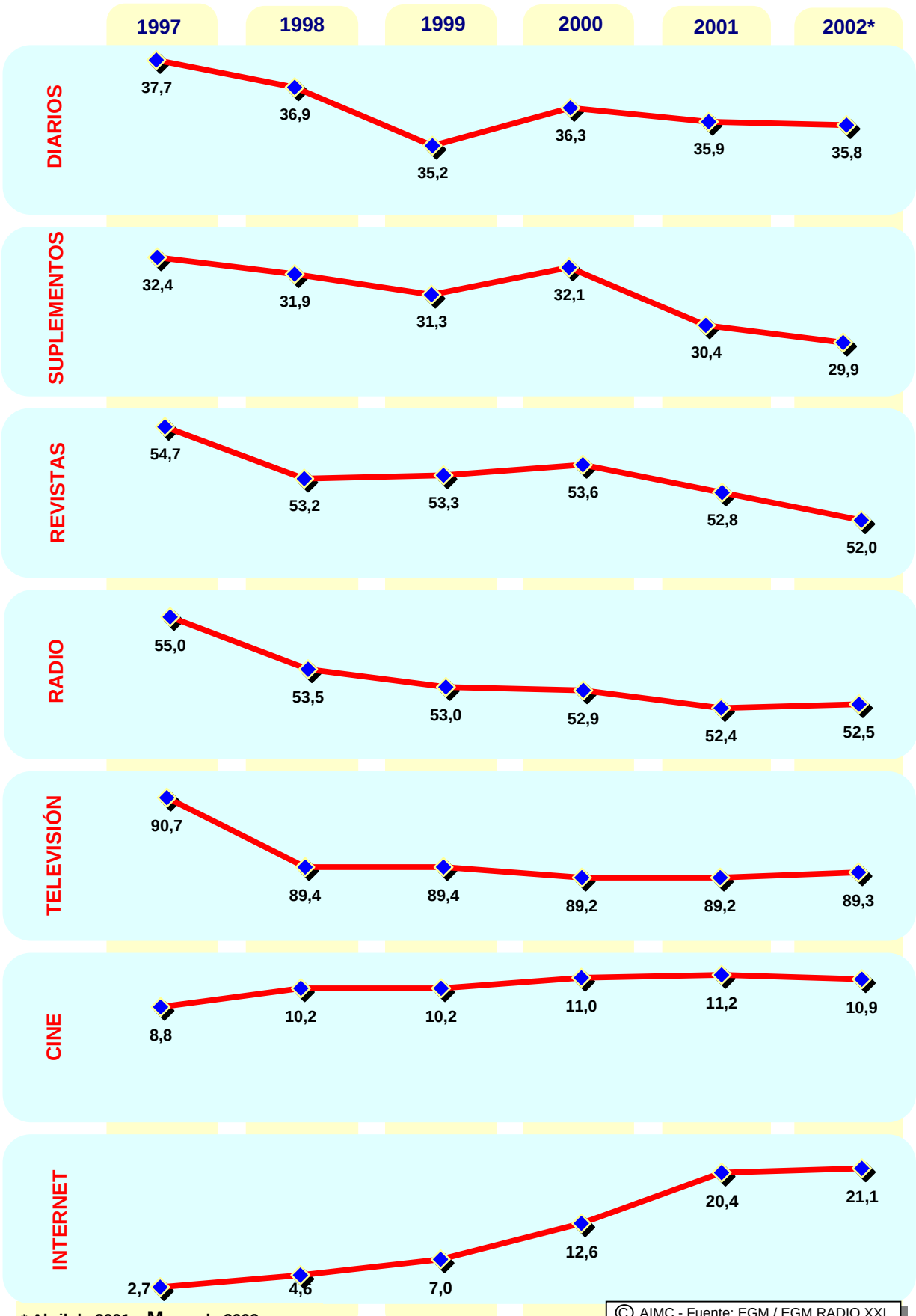
PENETRACIÓN %



© AIMC - Fuente: EGM / EGM RADIO XXI

AUDIENCIA GENERAL DE MEDIOS

EVOLUCIÓN (Penetración %)



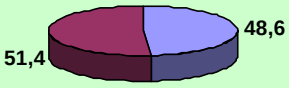
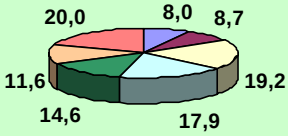
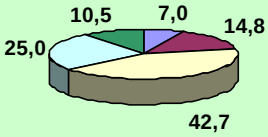
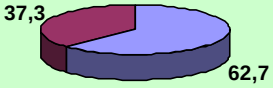
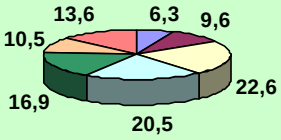
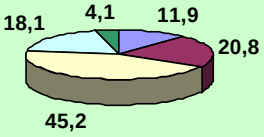
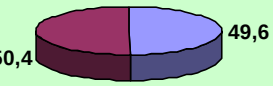
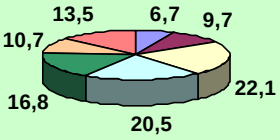
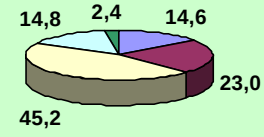
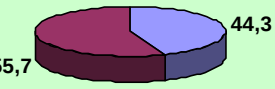
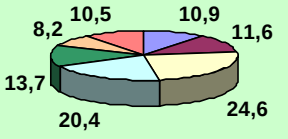
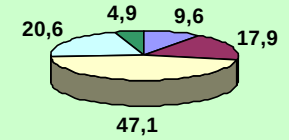
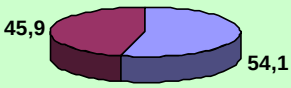
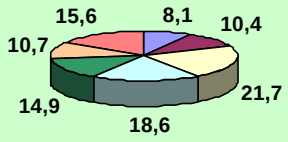
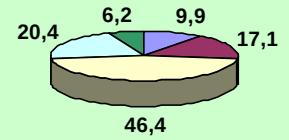
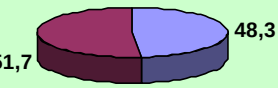
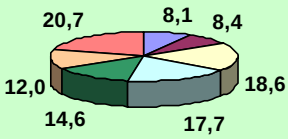
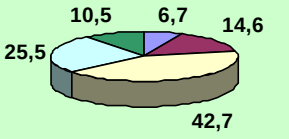
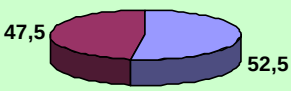
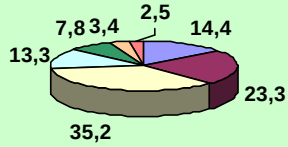
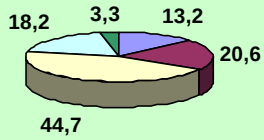
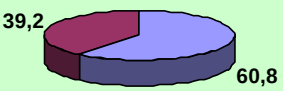
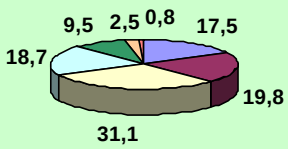
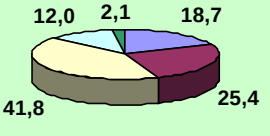
* Abril de 2001 a Marzo de 2002

© AIMC - Fuente: EGM / EGM RADIO XXI

AUDIENCIA GENERAL DE MEDIOS

PERFIL %

Individuos (000)

	POR SEXO	POR EDAD	POR CLASE SOCIAL
POBLACIÓN 34.817			
DIARIOS 12.450			
SUPLEMENTOS 10.424			
REVISTAS 18.115			
RADIO 18.266			
TELEVISIÓN 31.084			
CINE 3.787			
INTERNET 7.339			

AUDIENCIA
Diarios: lectores / día
Suplementos: lectores / semana
Revistas: lectores / periodo publ.
Radio: oyentes / día
Televisión: espectadores /día
Cine: espectadores / semana
Internet: usuarios / mes

Hombre
Mujer

14 a 19 años
20 a 24 años
25 a 34 años
35 a 44 años
45 a 54 años
55 a 64 años
65 y más años

Alta
Media alta
Media media
Media baja
Baja

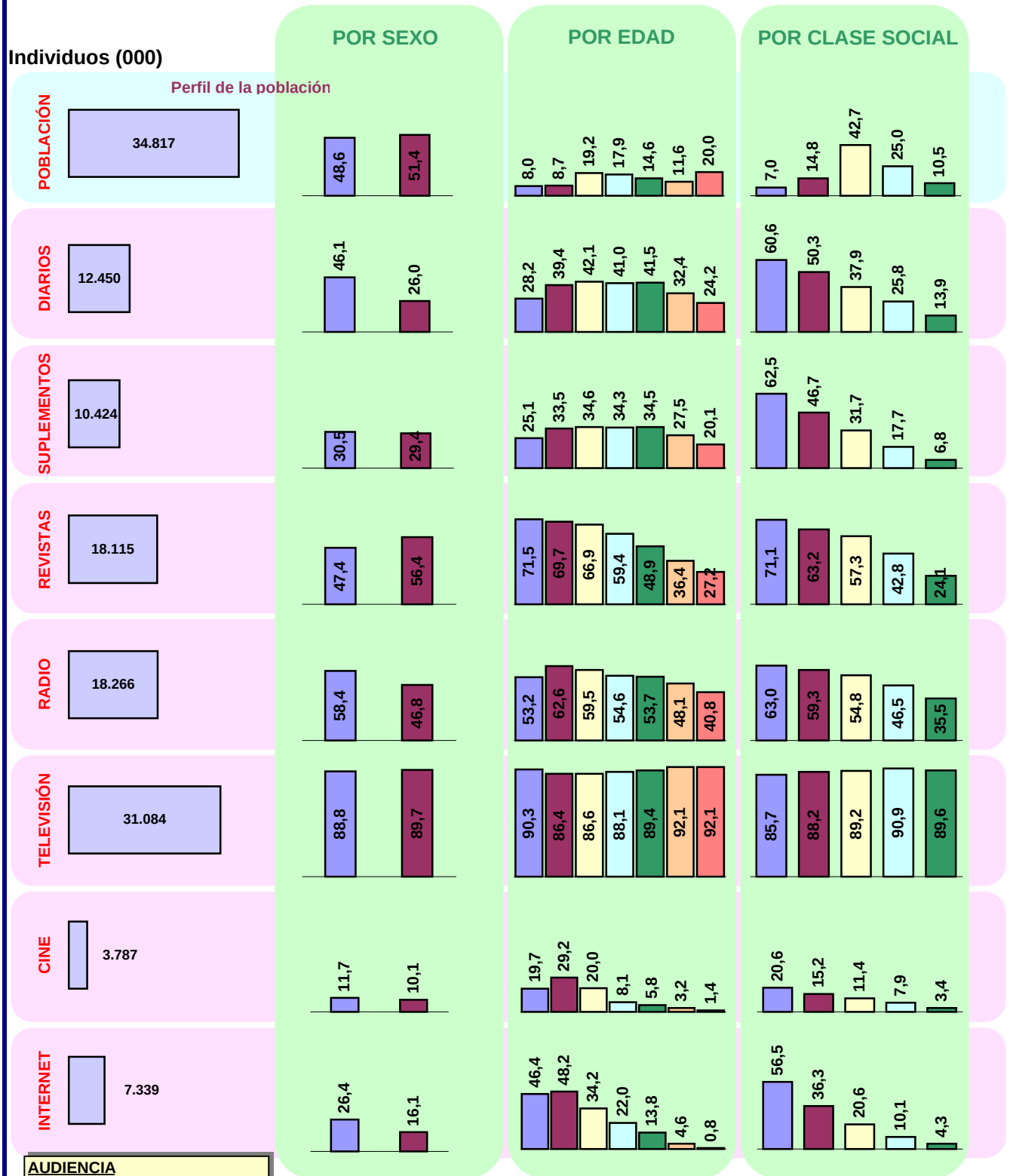
© AIMC - Fuente: EGM / EGM RADIO XXI

AUDIENCIA GENERAL DE MEDIOS

PENETRACIÓN %

Individuos (000)

Perfil de la población

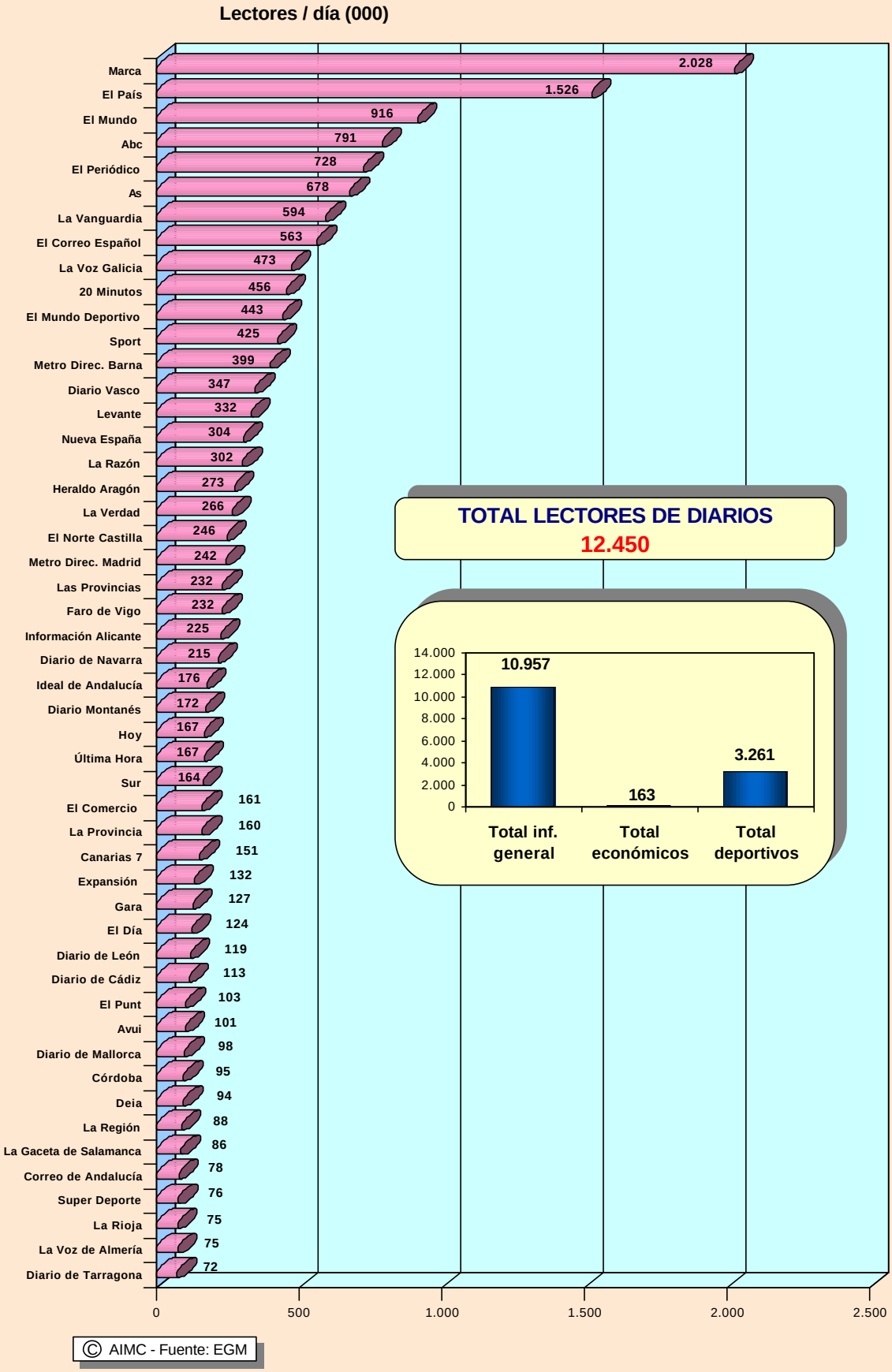


AUDIENCIA
Diarios: lectores / día
Suplementos: lectores / semana
Revistas: lectores / periodo publ.
Radio: oyentes / día
Televisión: espectadores /día
Cine: espectadores / semana
Internet: usuarios / mes

© AIMC - Fuente: EGM / EGM RADIO XXI

RANKING DE MEDIOS IMPRESOS

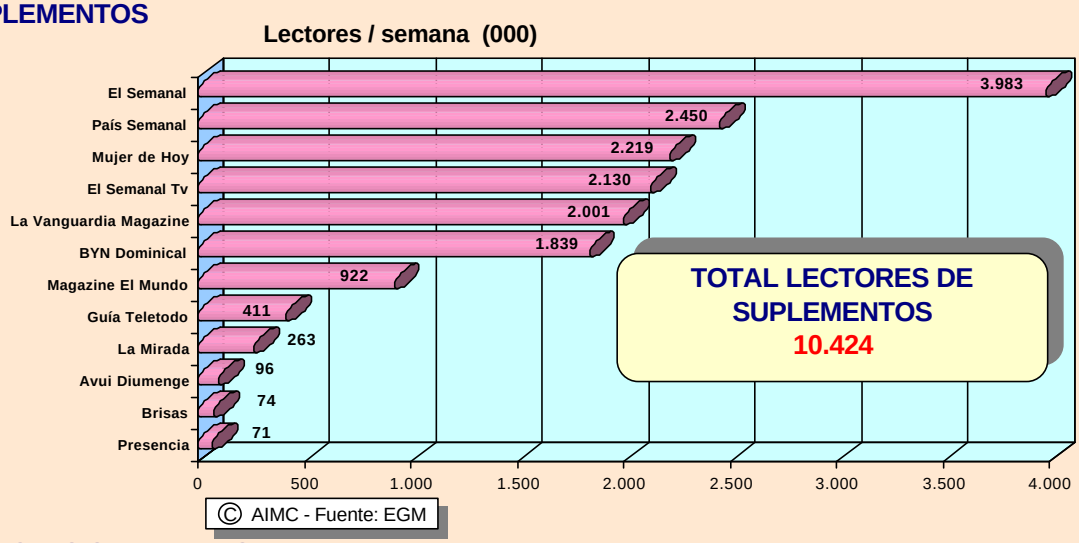
DIARIOS



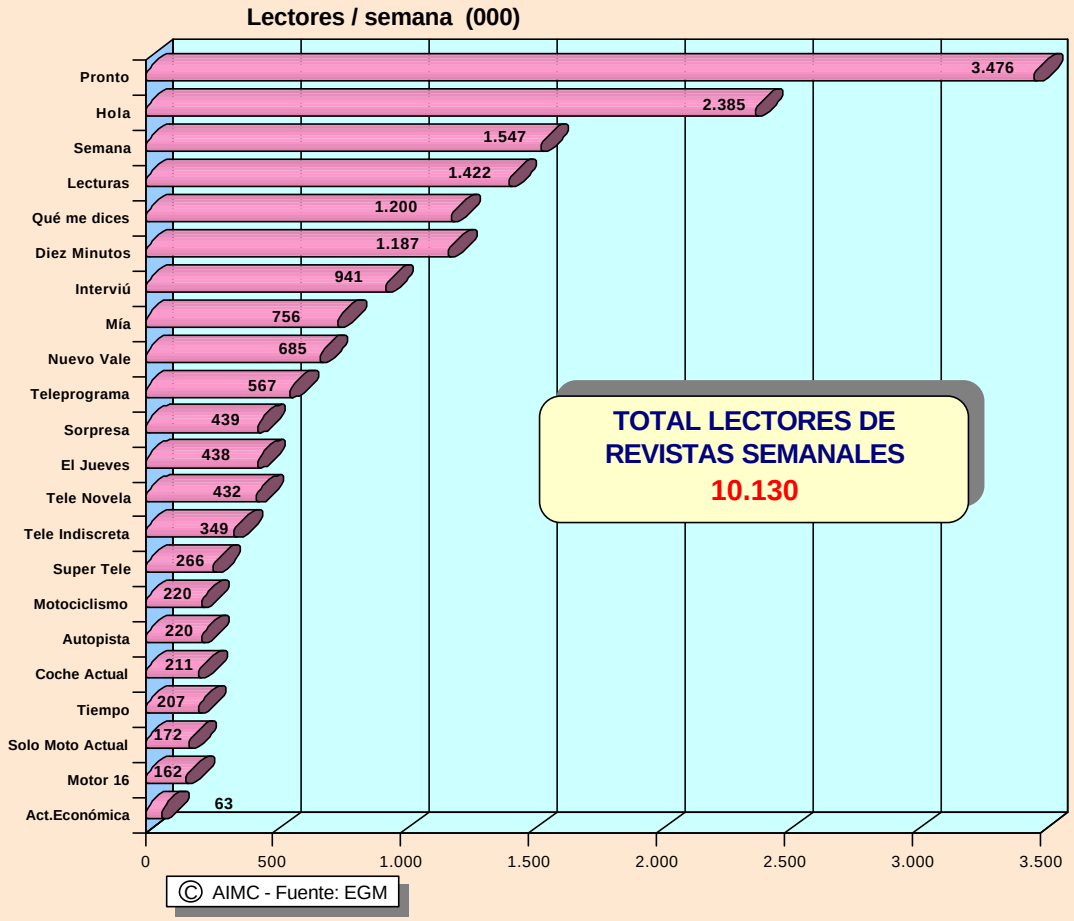
© AIMC - Fuente: EGM

RANKING DE MEDIOS IMPRESOS

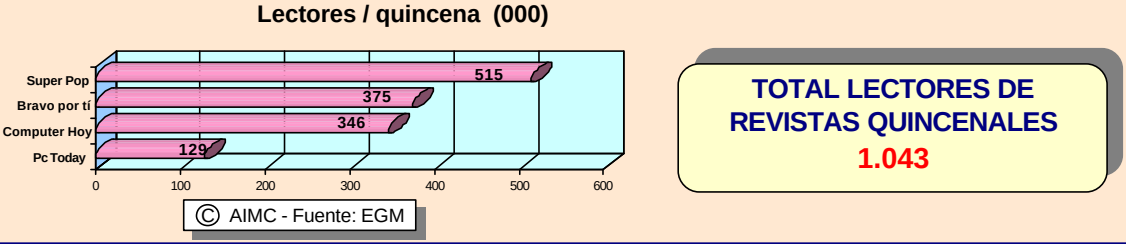
SUPLEMENTOS



REVISTAS SEMANALES

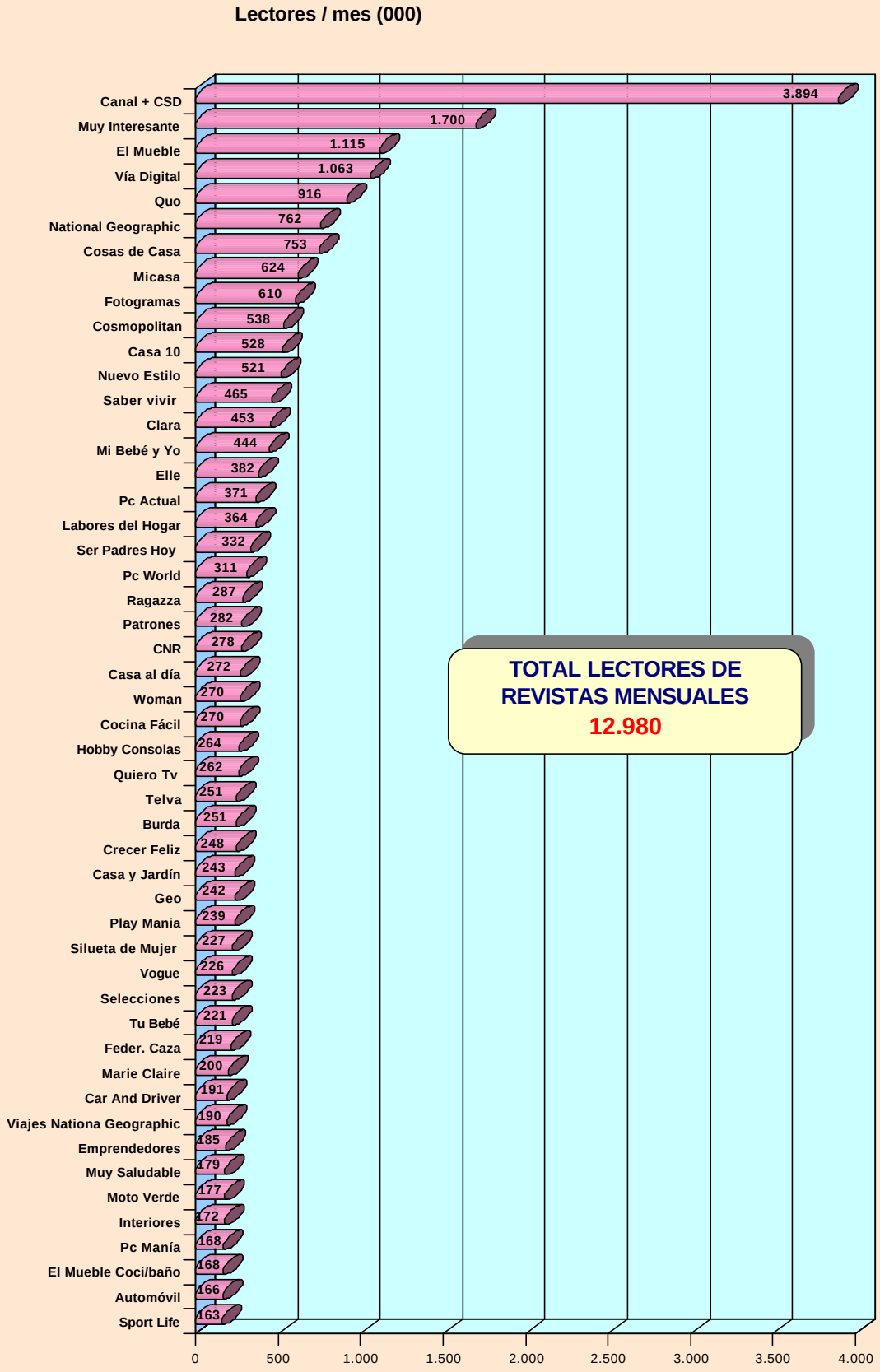


REVISTAS QUINCENALES



RANKING DE MEDIOS IMPRESOS

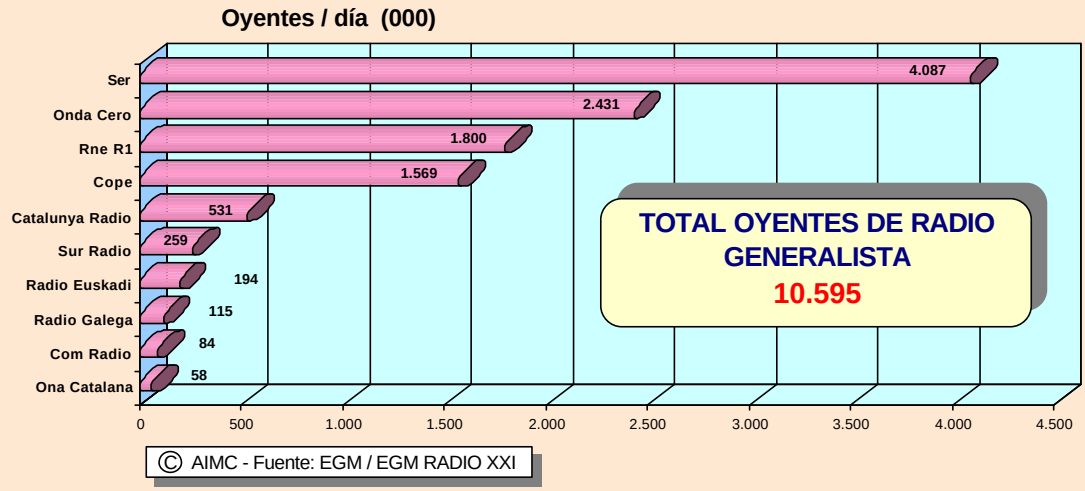
REVISTAS MENSUALES



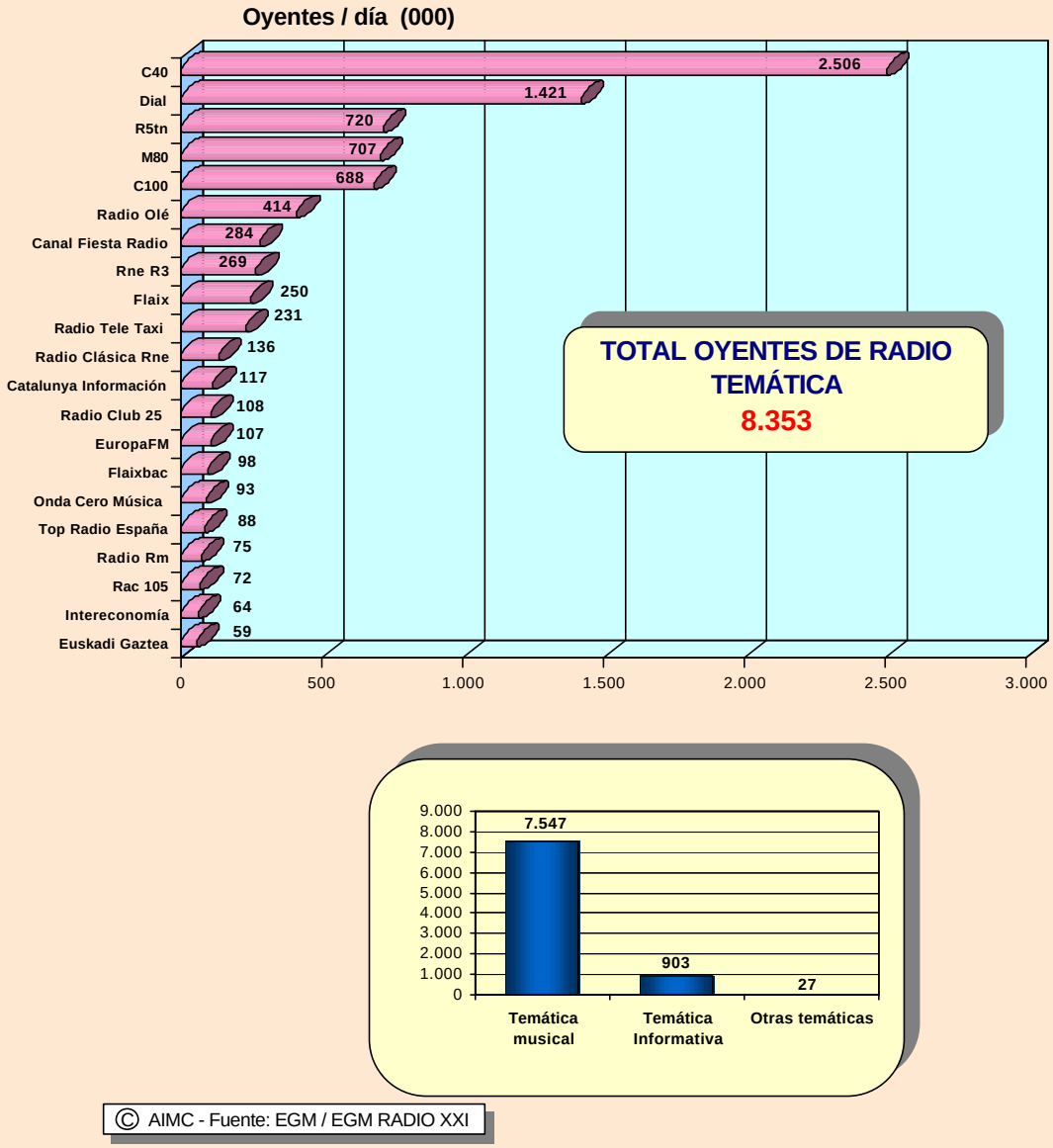
© AIMC - Fuente: EGM

RANKING DE EMISORAS DE RADIO

RADIO GENERALISTA (lunes a domingo)

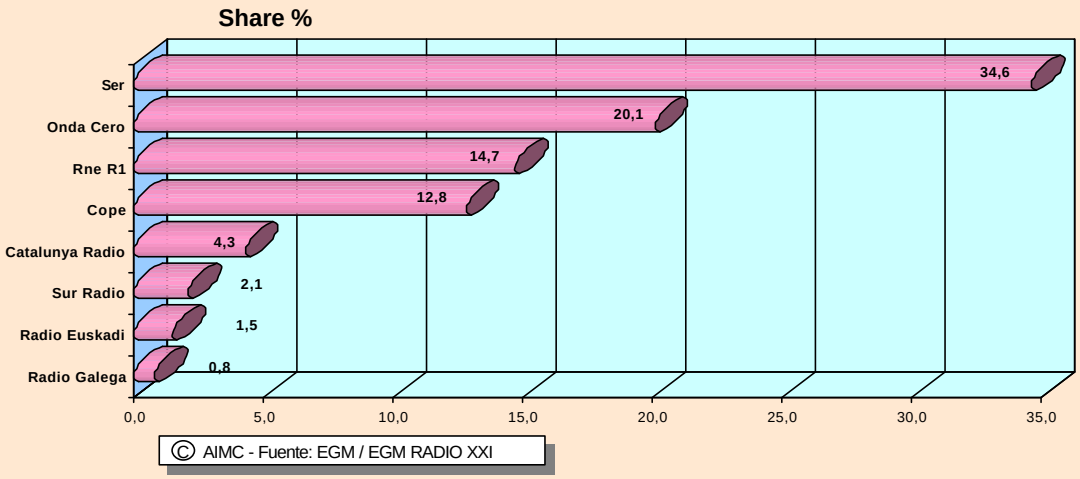


RADIO TEMÁTICA (lunes a domingo)

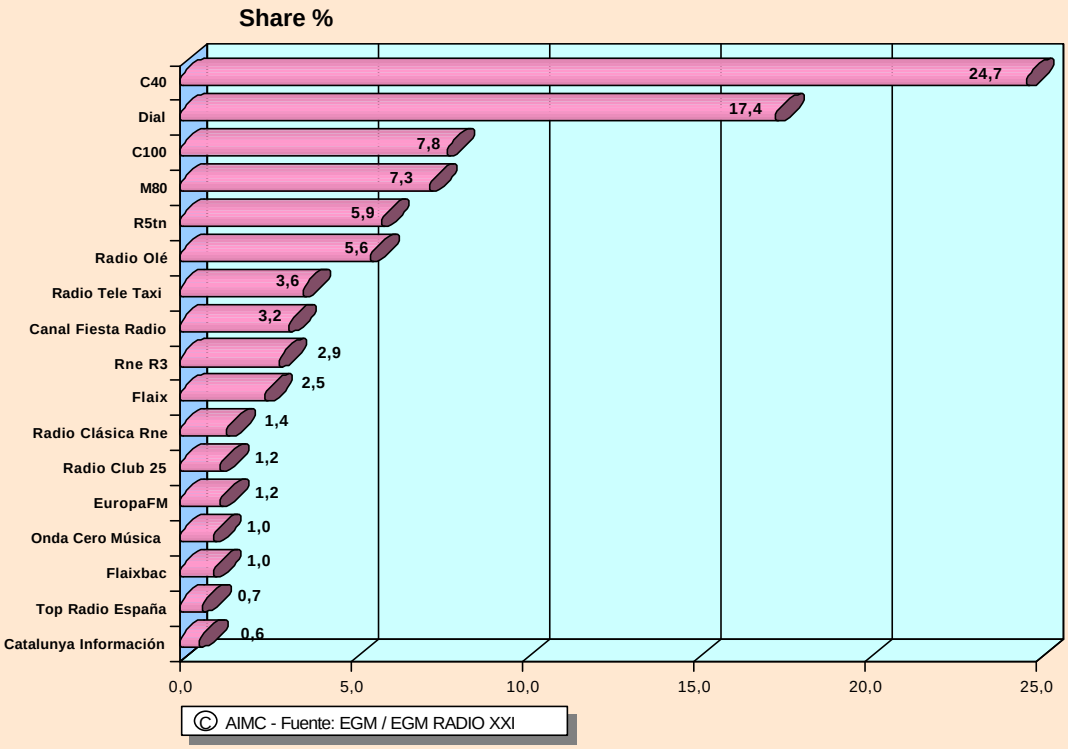


RANKING DE EMISORAS DE RADIO

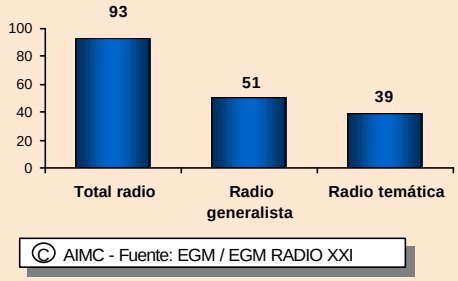
RADIO GENERALISTA (lunes a domingo)



RADIO TEMÁTICA (lunes a domingo)

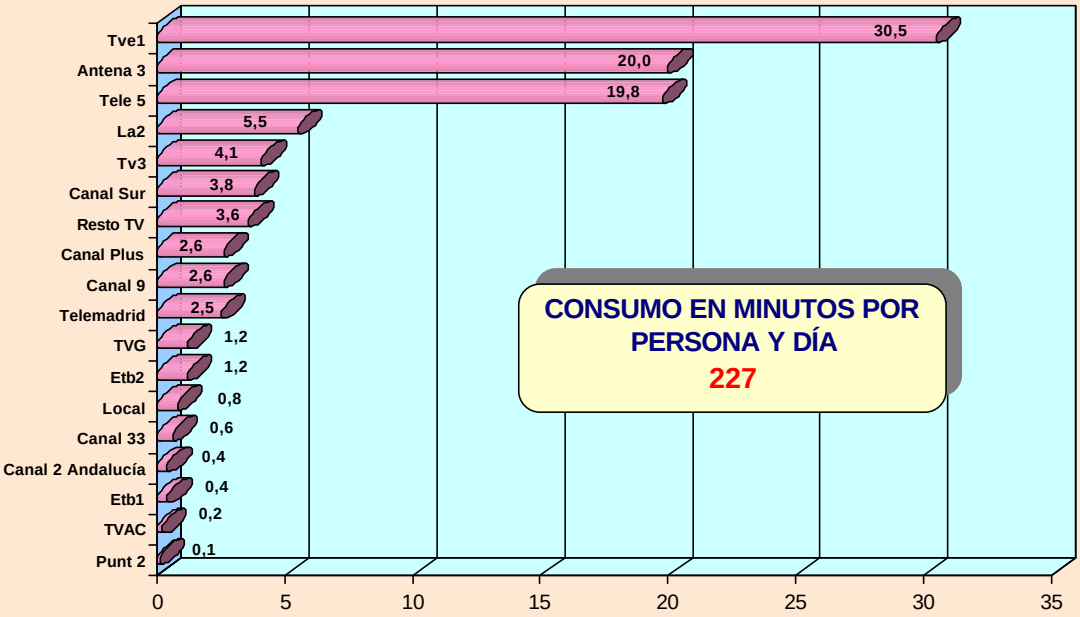


CONSUMO EN MINUTOS POR PERSONA Y DÍA (lunes a domingo)



RANKING DE CADENAS DE TELEVISIÓN

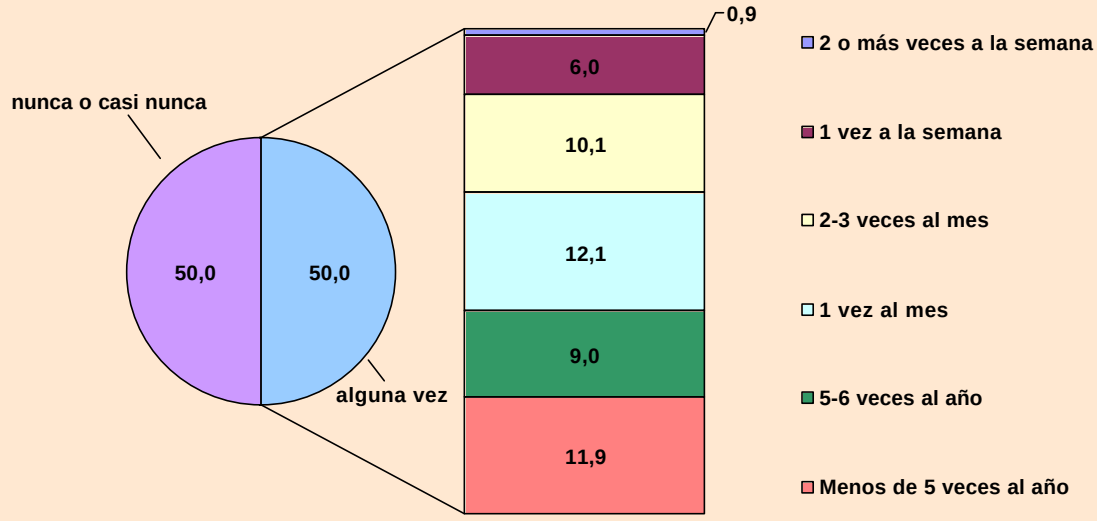
Share % (lunes a domingo)



© AIMC - Fuente: EGM

HÁBITO DE ASISTENCIA AL CINE

% de individuos

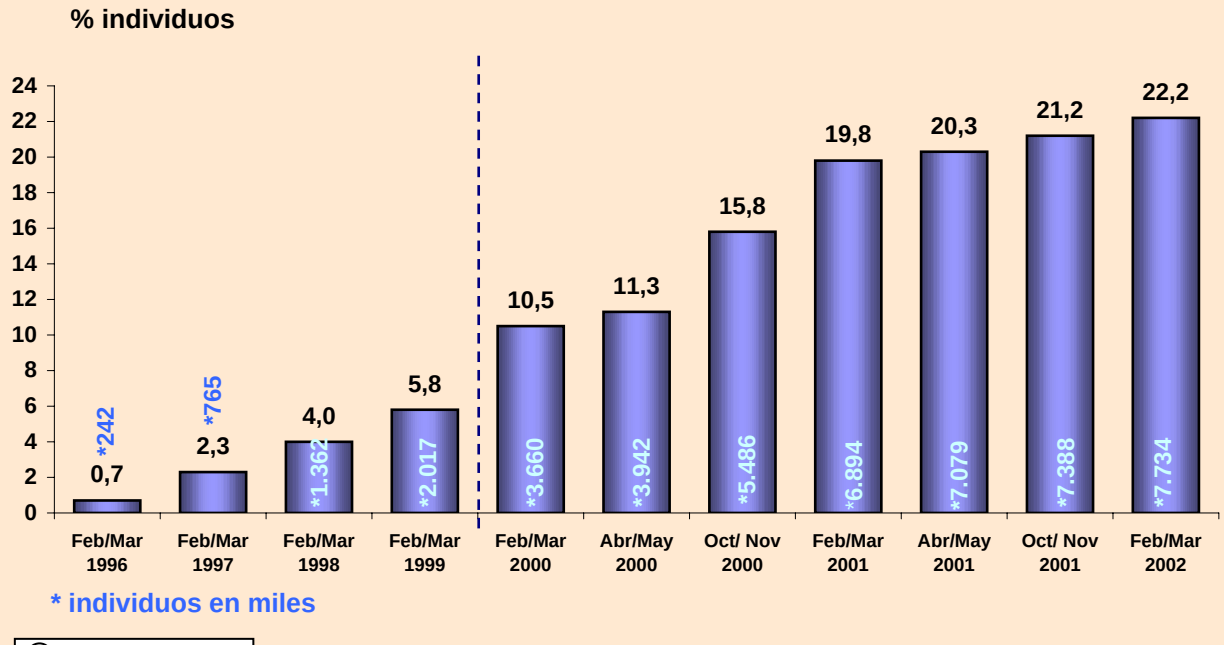


© AIMC - Fuente: EGM

INTERNET

EVOLUCIÓN DEL USO ÚLTIMOS 30 DÍAS

(DATOS POR OLA)

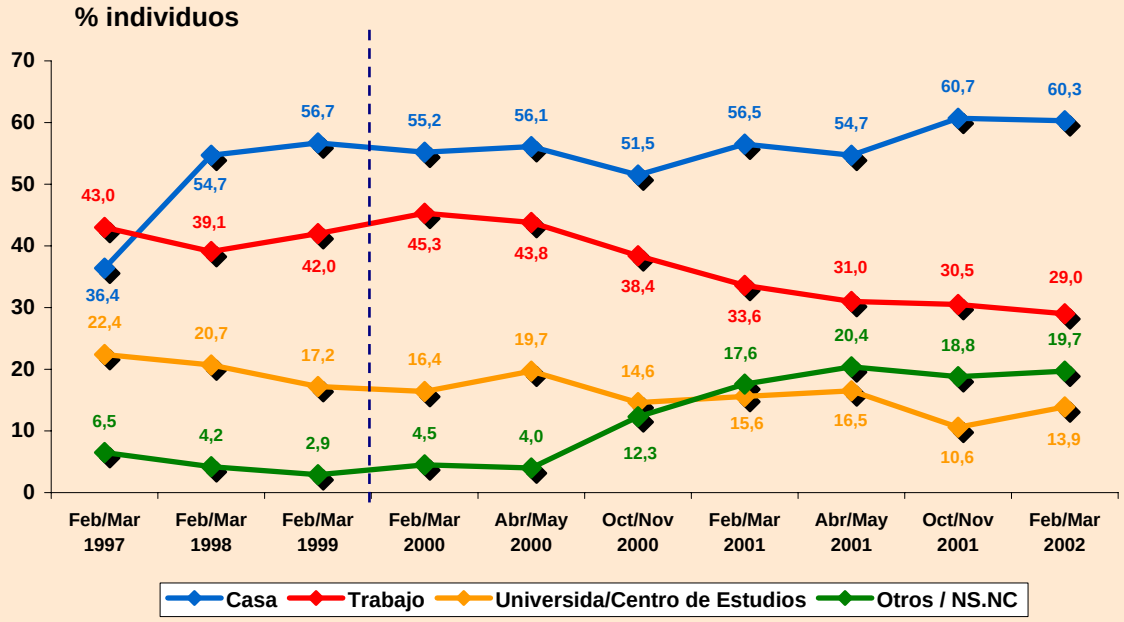


* individuos en miles

© AIMC - Fuente: EGM

LUGAR DE ACCESO (BASE: usuarios último mes)

(DATOS POR OLA)



© AIMC - Fuente: EGM