ABRIL DE 2002
A MARZO DE 2003

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

FICHA TÉCNICA

Universo: población de 14 o más años (35.243.000 individuos)
Muestra anual tres últimas olas: 43.895 (+27.094 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

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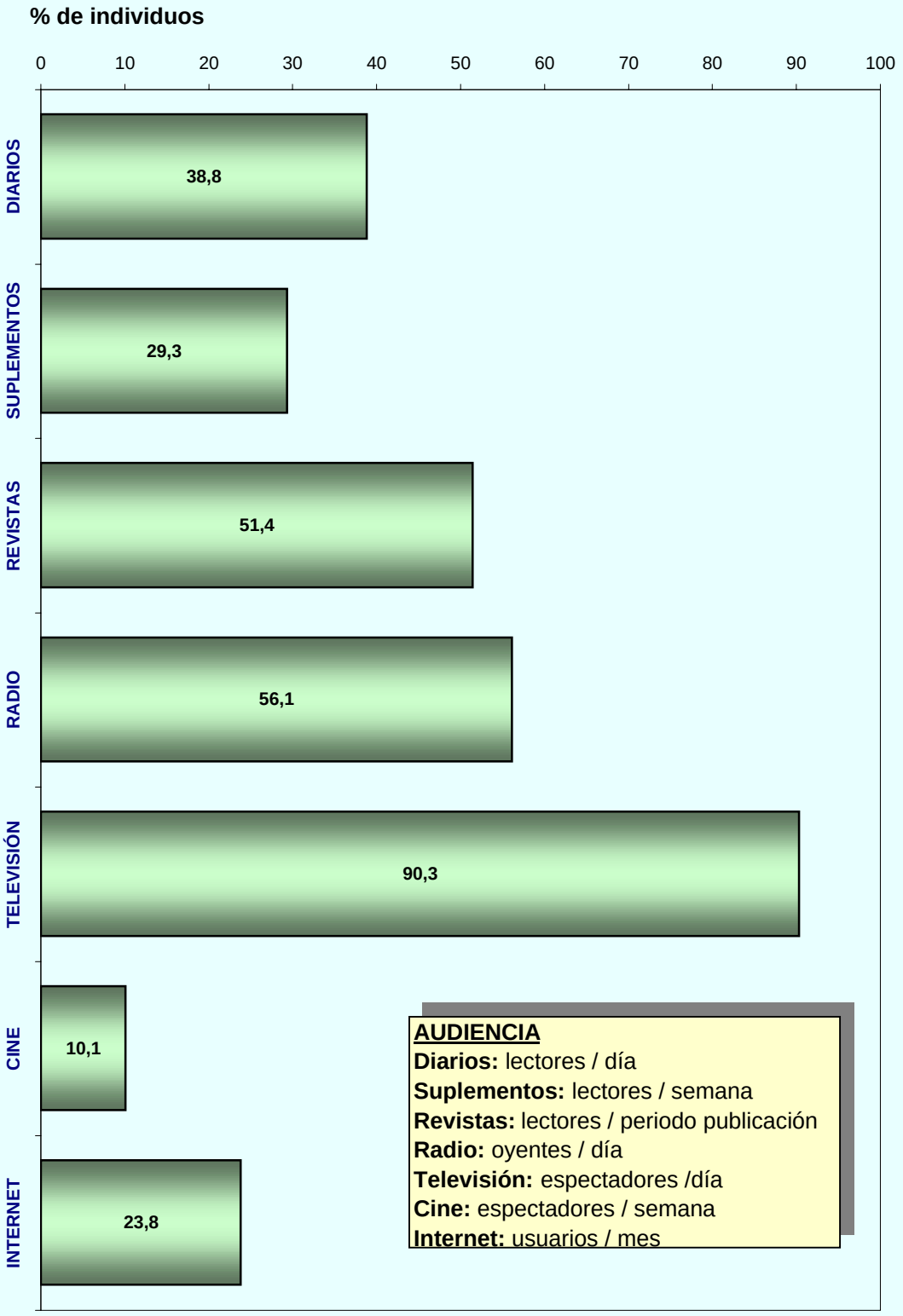
AUDIENCIA GENERAL DE MEDIOS

PENETRACIÓN %



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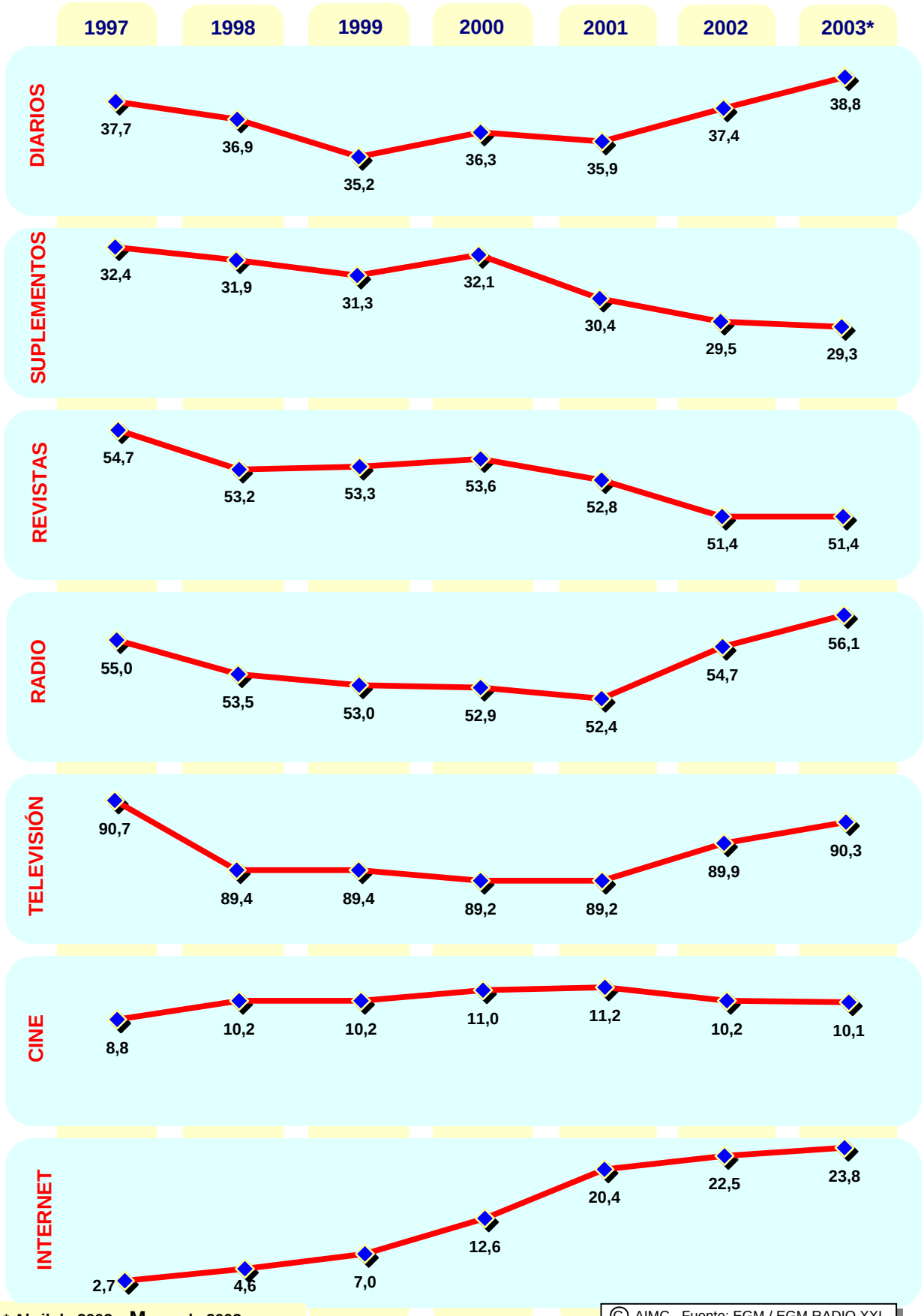
AUDIENCIA GENERAL DE MEDIOS

EVOLUCIÓN (Penetración %)



* Abril de 2002 a Marzo de 2003

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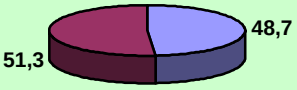
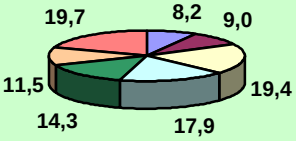
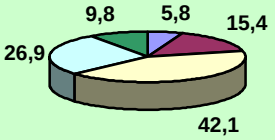
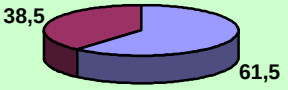
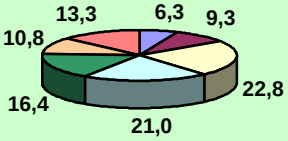
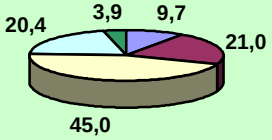
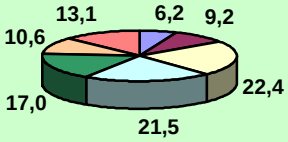
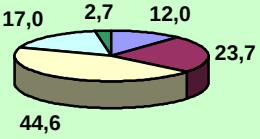
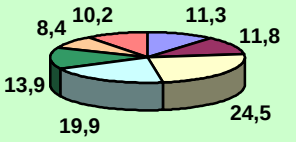
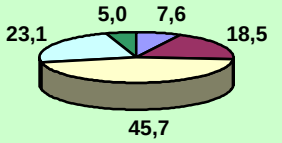
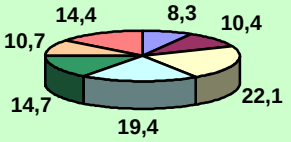
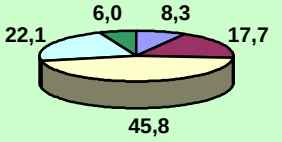
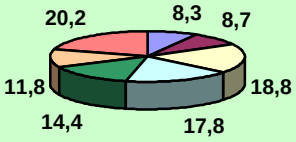
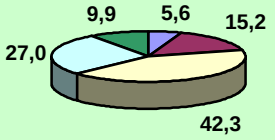
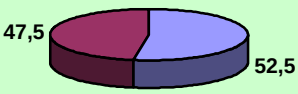
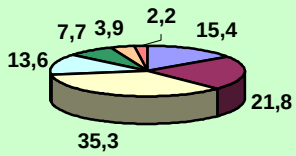
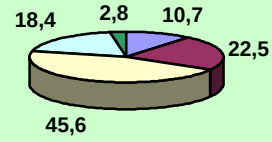
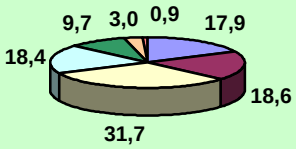
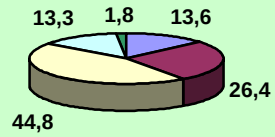
AUDIENCIA GENERAL DE MEDIOS

PERFIL %

Individuos (000)

		POR SEXO	POR EDAD	POR CLASE SOCIAL
POBLACIÓN	35.243			
DIARIOS	13.689			
SUPLEMENTOS	10.330			
REVISTAS	18.106			
RADIO	19.761			
TELEVISIÓN	31.814			
CINE	3.560			
INTERNET	8.375			

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

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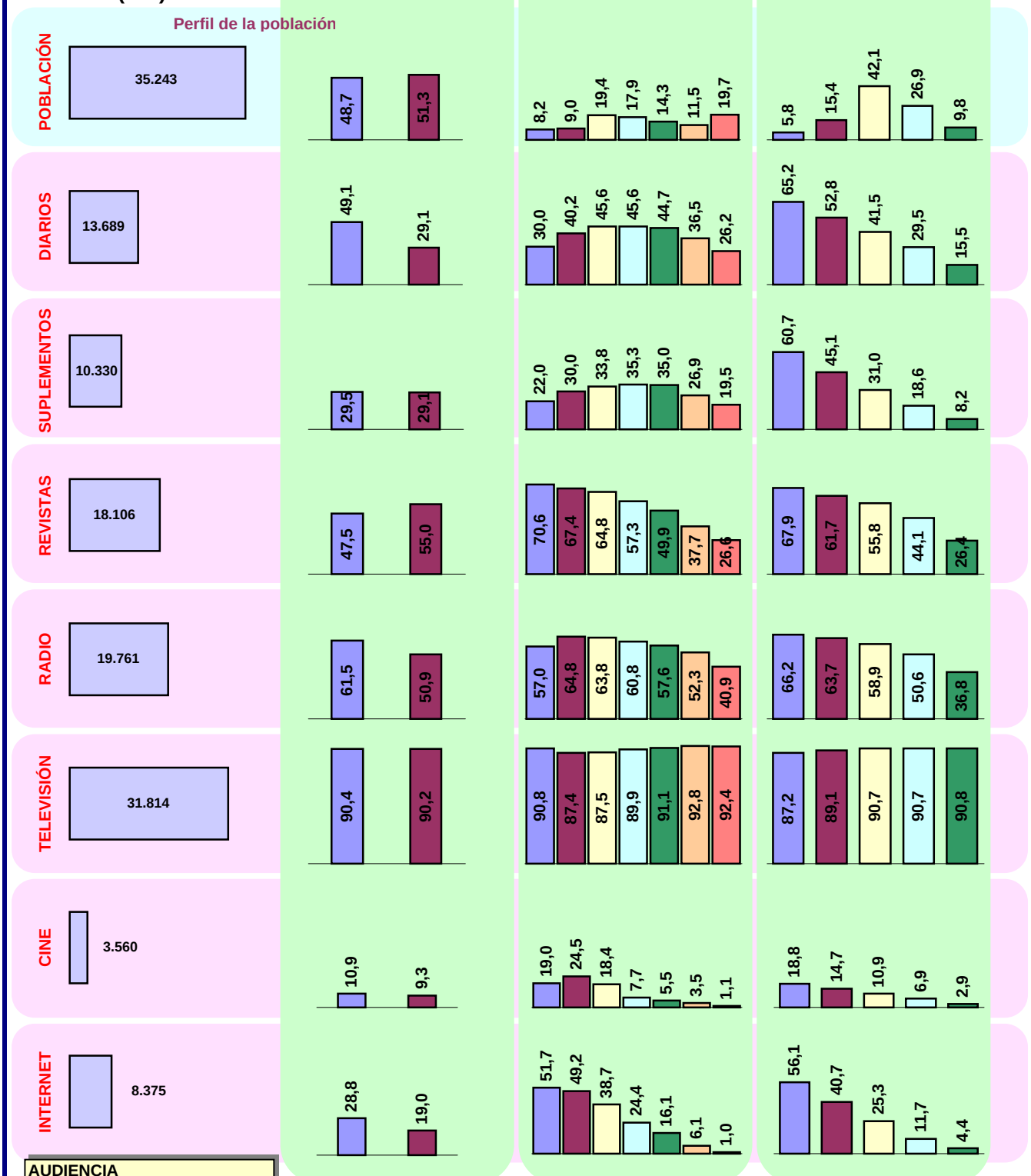
AUDIENCIA GENERAL DE MEDIOS

PENETRACIÓN %

Individuos (000)

Perfil de la población



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

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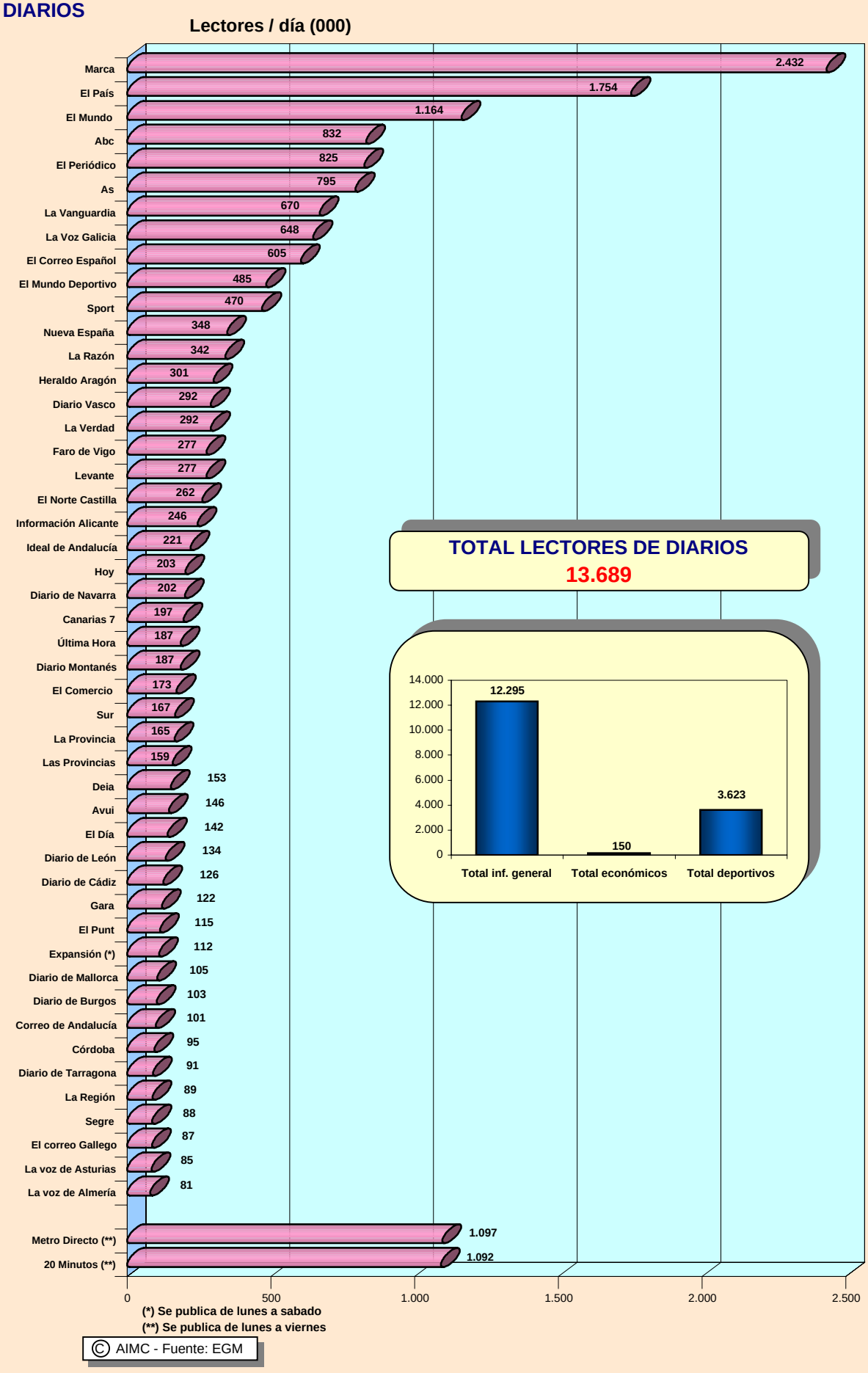
RANKING DE MEDIOS IMPRESOS

DIARIOS



(*) Se publica de lunes a sabado
(**) Se publica de lunes a viernes

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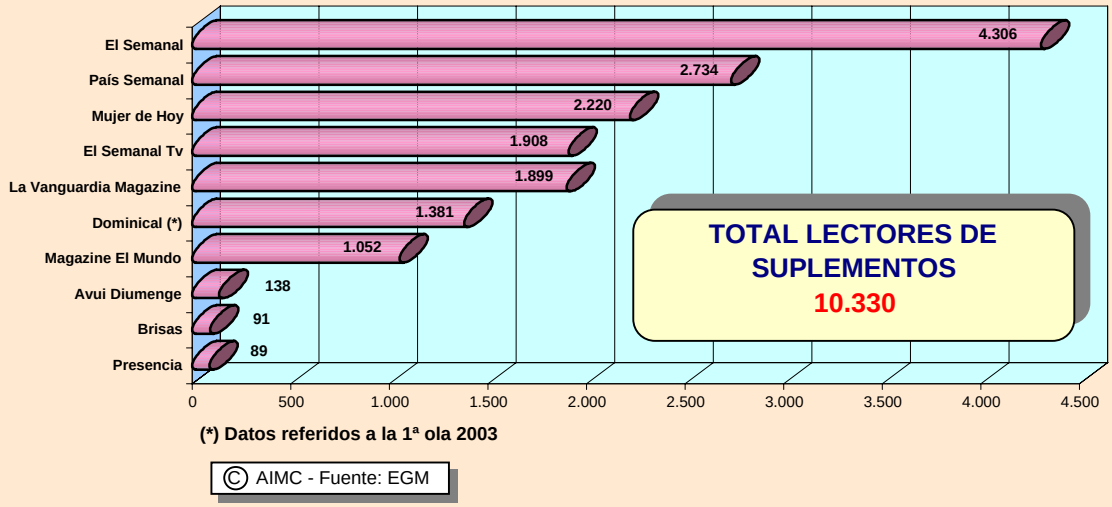
RANKING DE MEDIOS IMPRESOS

SUPLEMENTOS

Lectores / semana (000)



(*) Datos referidos a la 1ª ola 2003

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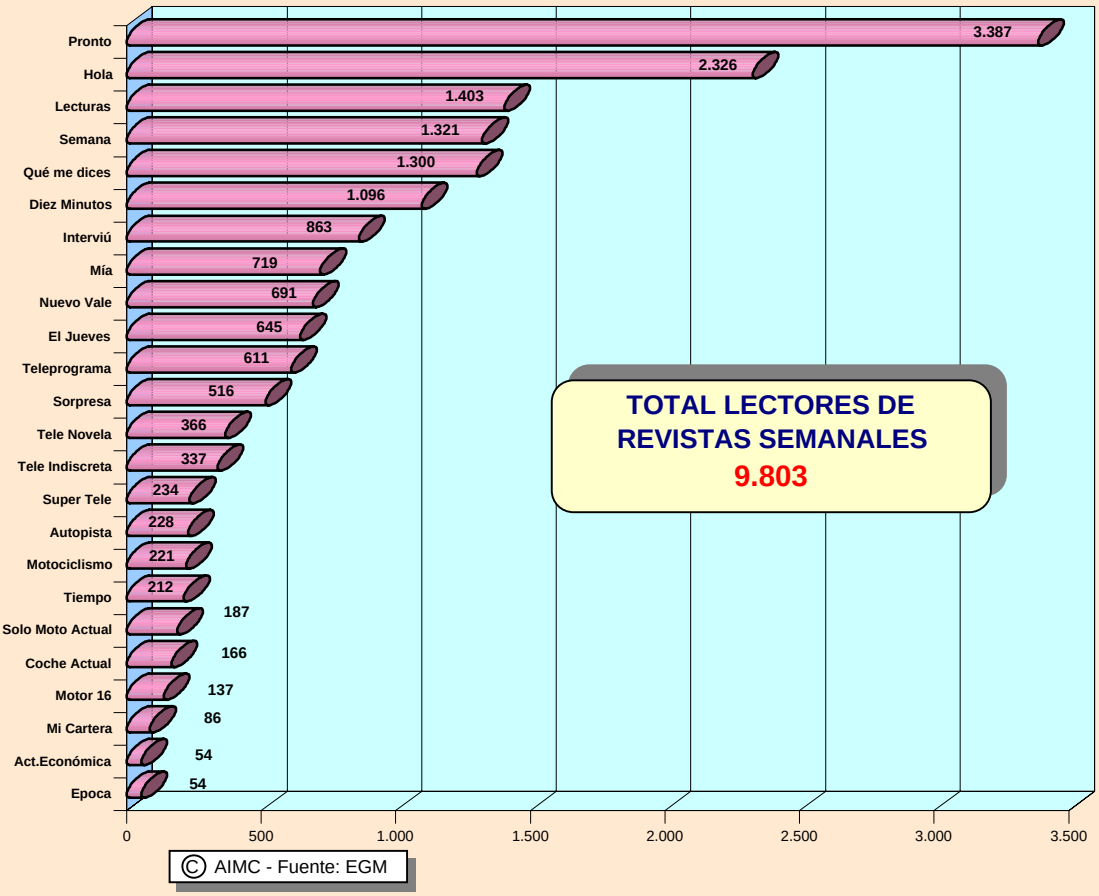
REVISTAS SEMANALES

Lectores / semana (000)



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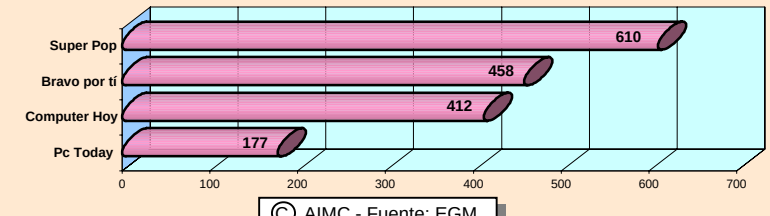
REVISTAS QUINCENALES

Lectores / quincena (000)



TOTAL LECTORES DE REVISTAS QUINCENALES
1.223

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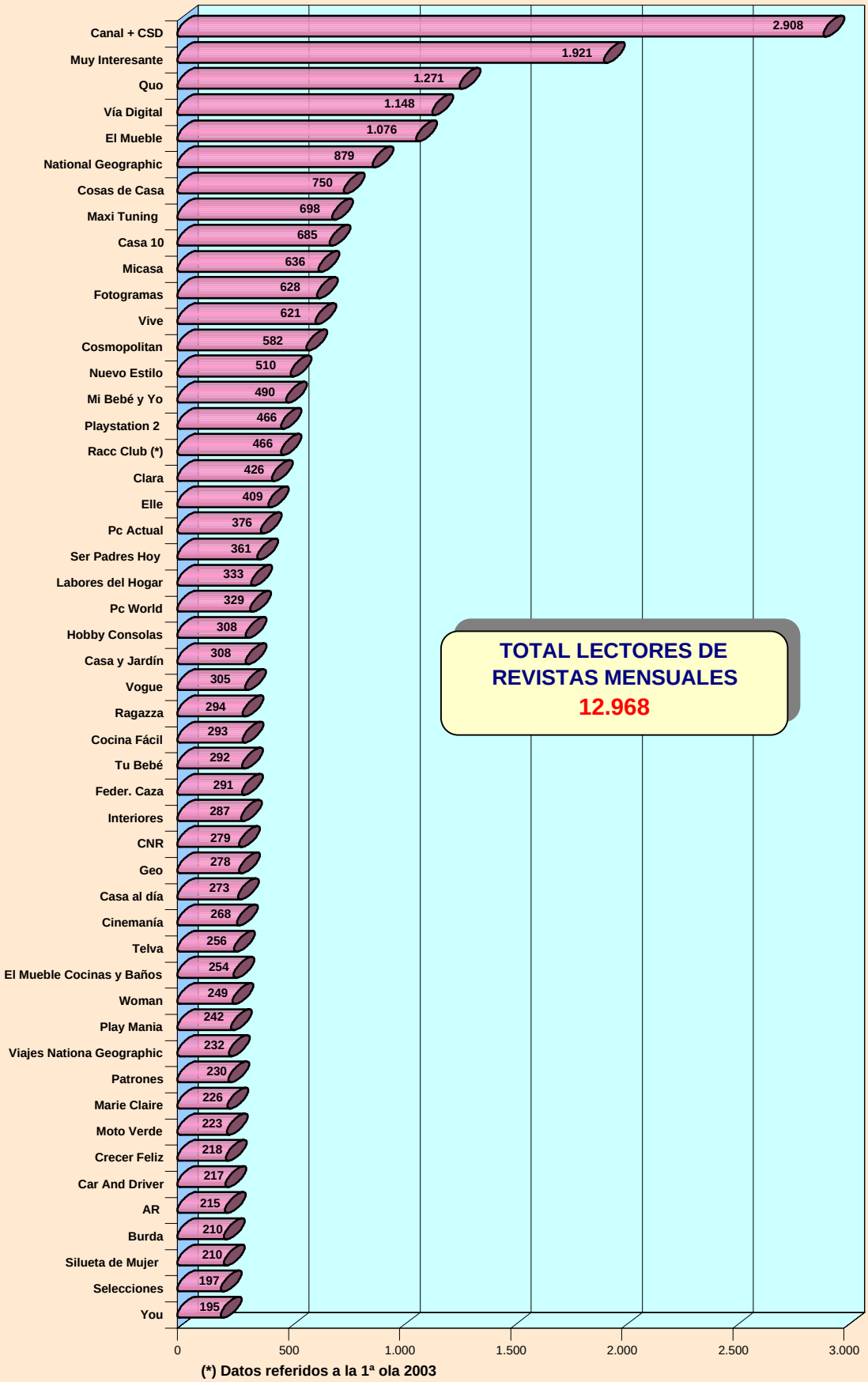
RANKING DE MEDIOS IMPRESOS

REVISTAS MENSUALES

Lectores / mes (000)



(*) Datos referidos a la 1ª ola 2003

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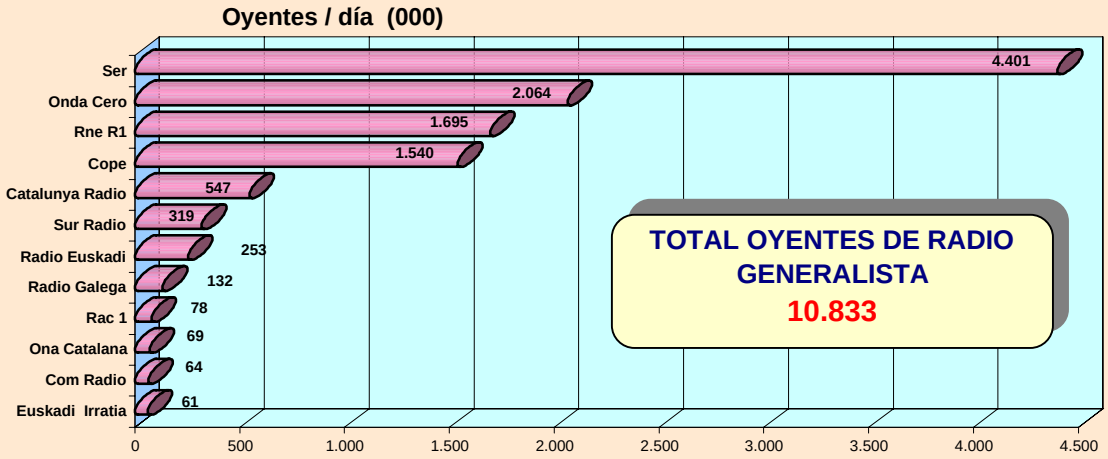
RANKING DE EMISORAS DE RADIO

RADIO GENERALISTA (lunes a domingo)



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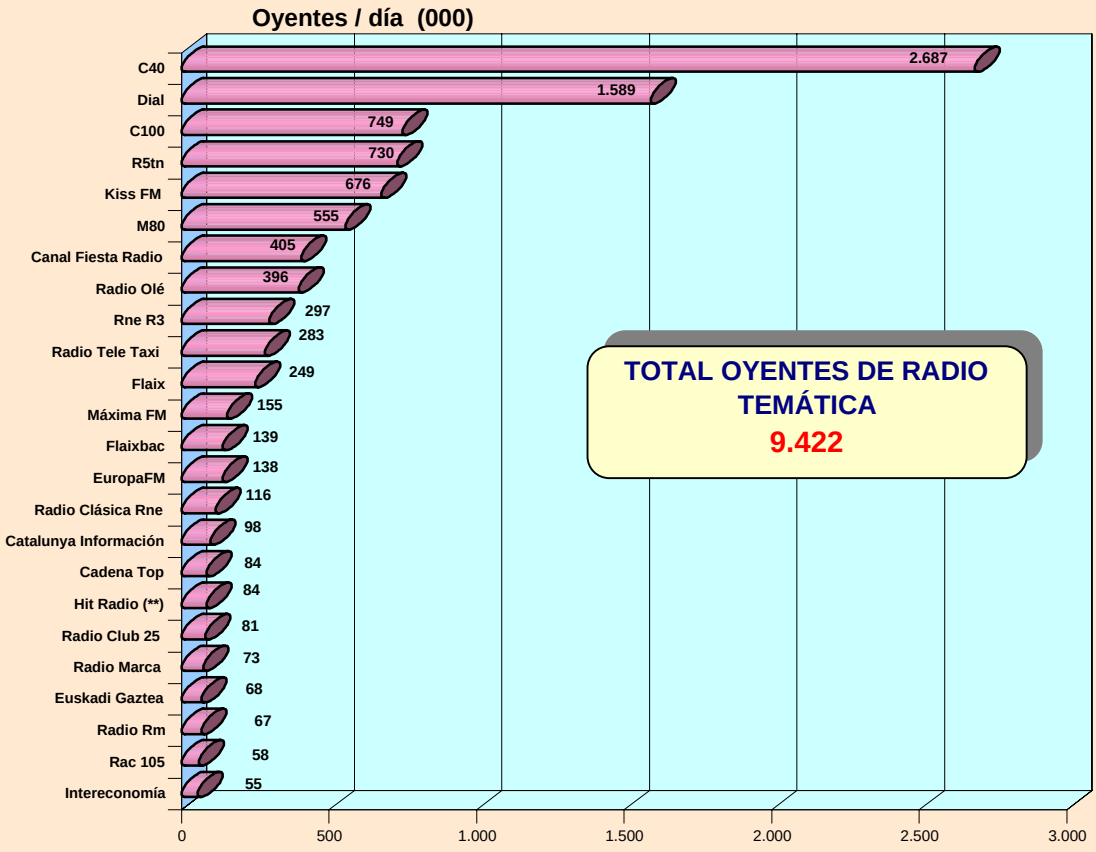
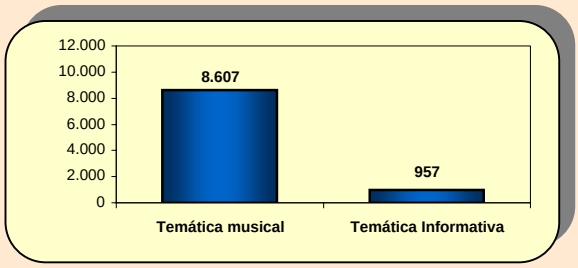
RADIO TEMÁTICA (lunes a domingo)



(**) Datos referidos al promedio de 3ª ola 2002 y 1ª ola 2003



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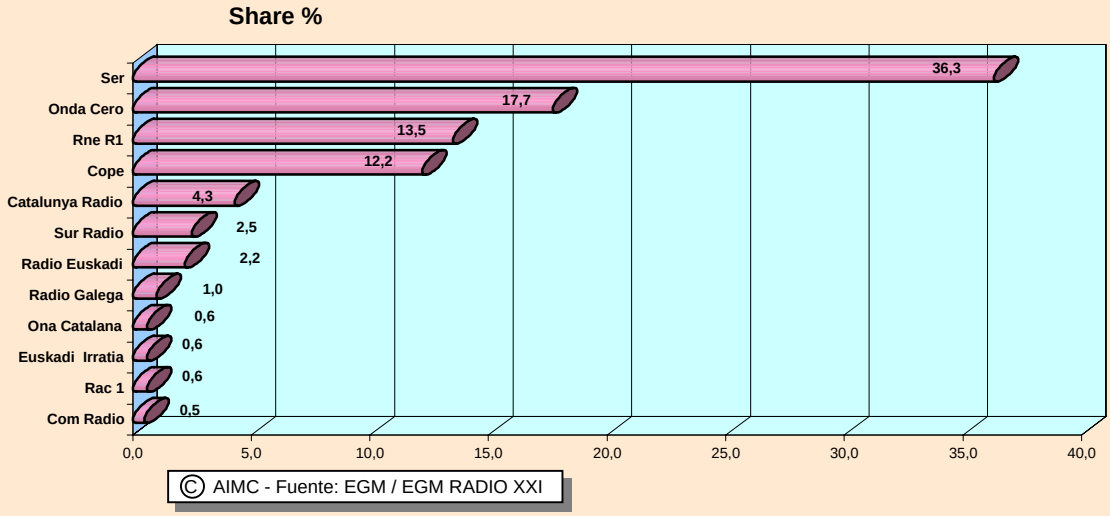
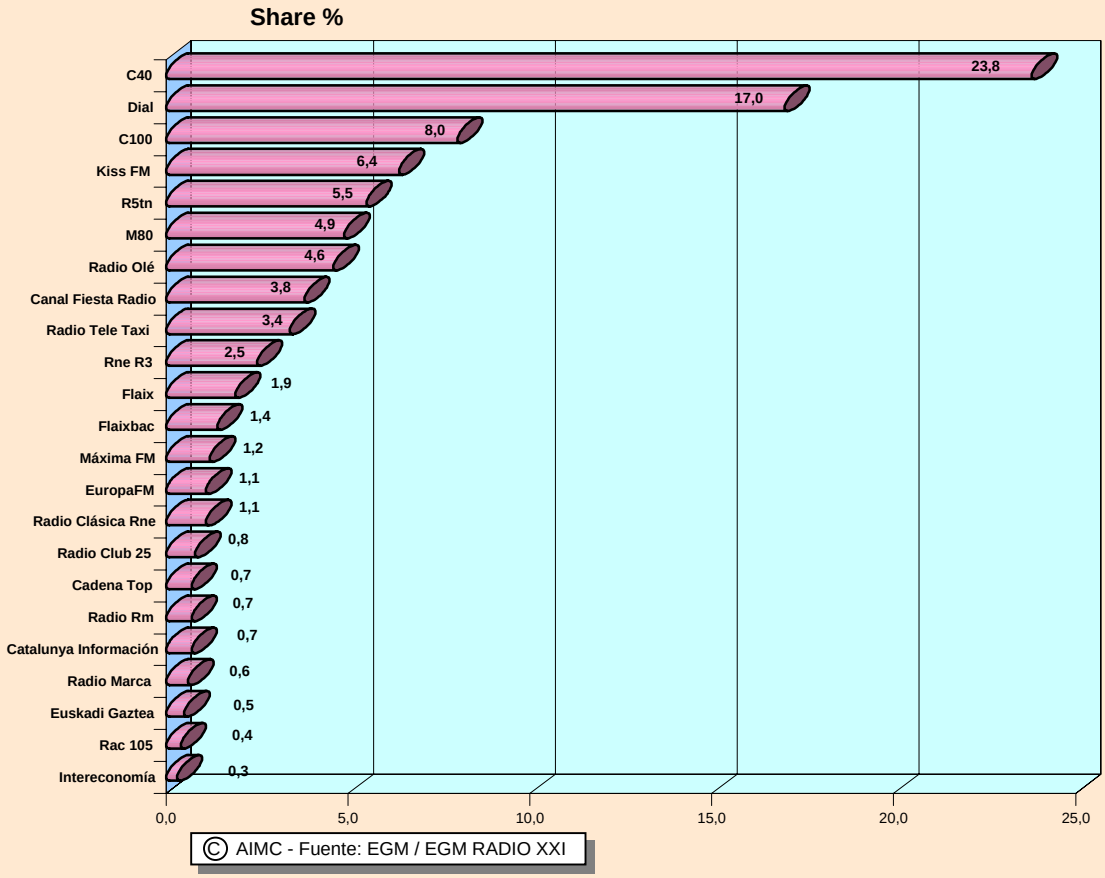
RANKING DE EMISORAS DE RADIO

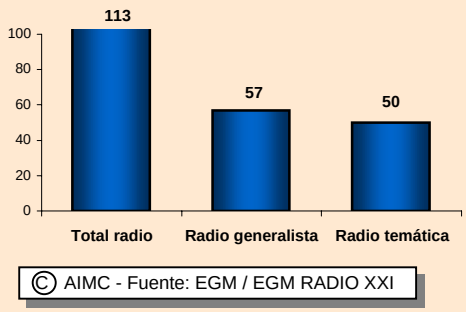
RADIO GENERALISTA (lunes a domingo)



RADIO TEMÁTICA (lunes a domingo)

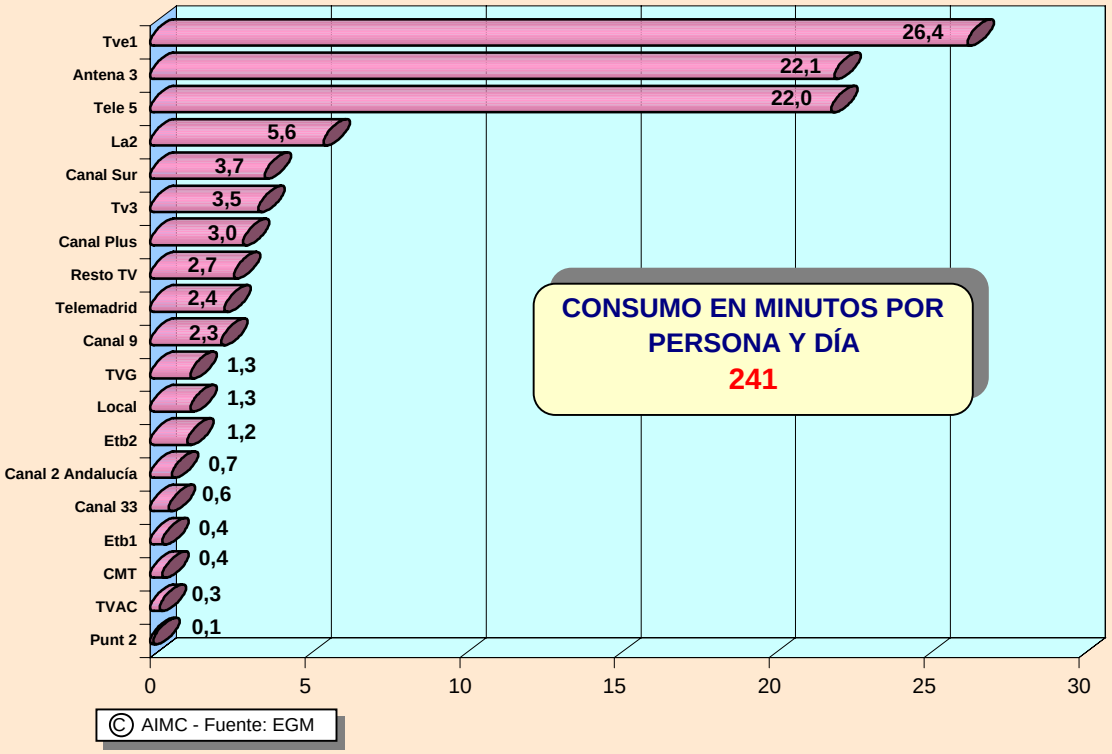


CONSUMO EN MINUTOS POR PERSONA Y DÍA (lunes a domingo)



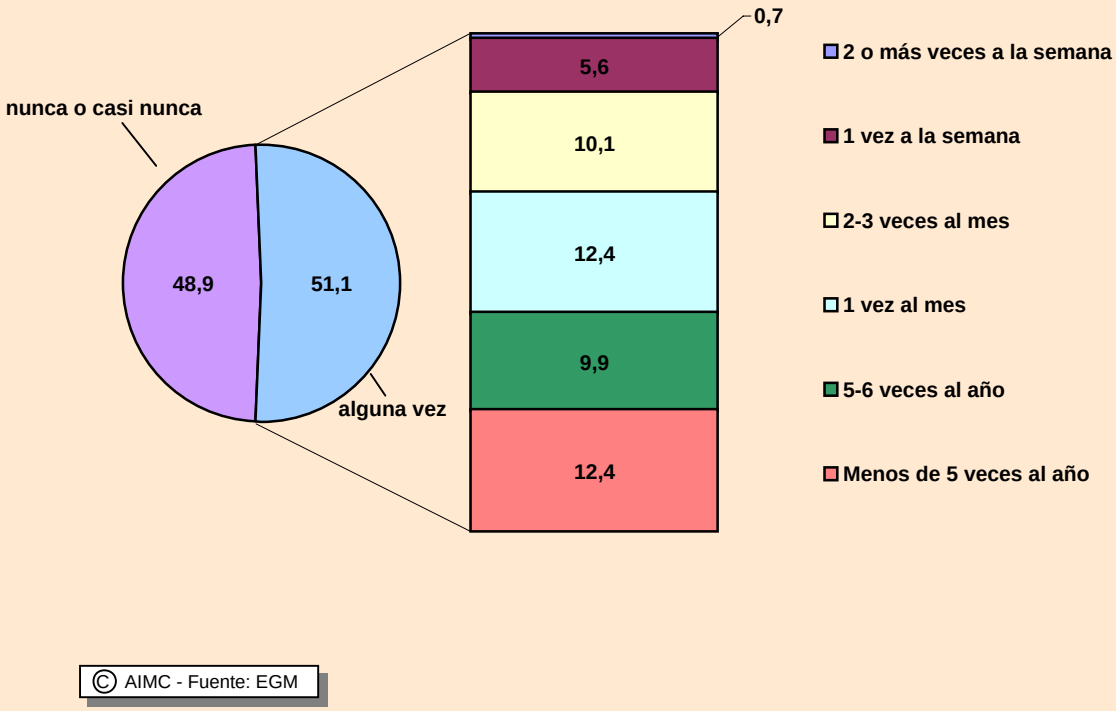
RANKING DE CADENAS DE TELEVISIÓN

Share % (lunes a domingo)



HÁBITO DE ASISTENCIA AL CINE

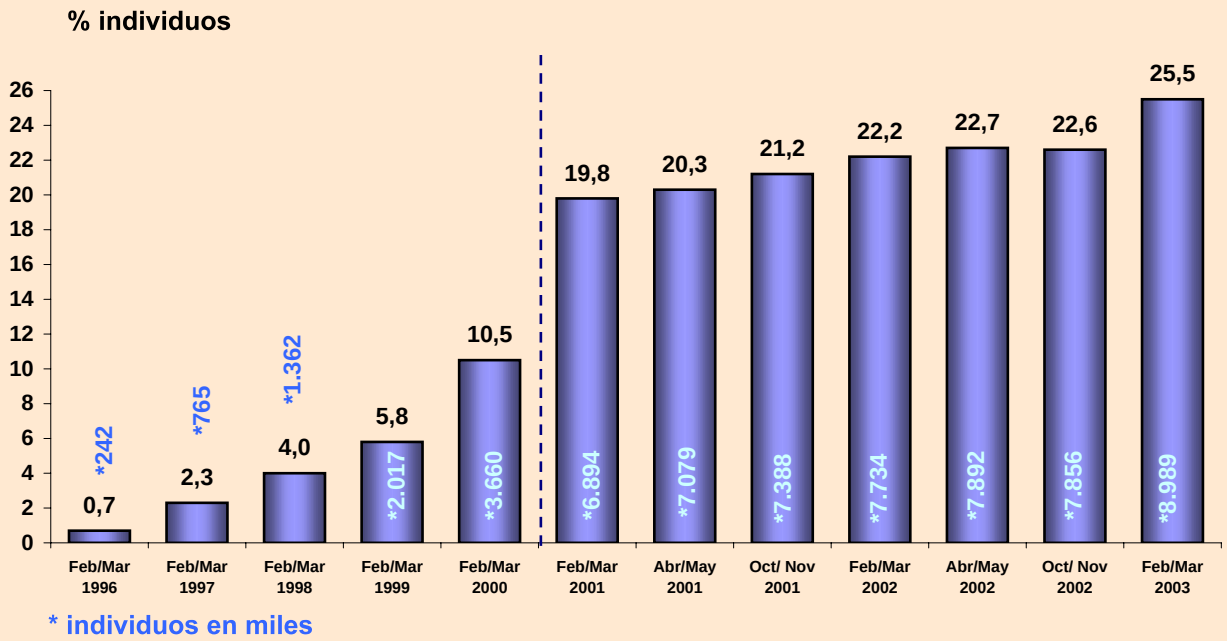
% de individuos



INTERNET

EVOLUCIÓN DEL USO ÚLTIMOS 30 DÍAS

(DATOS POR OLA)



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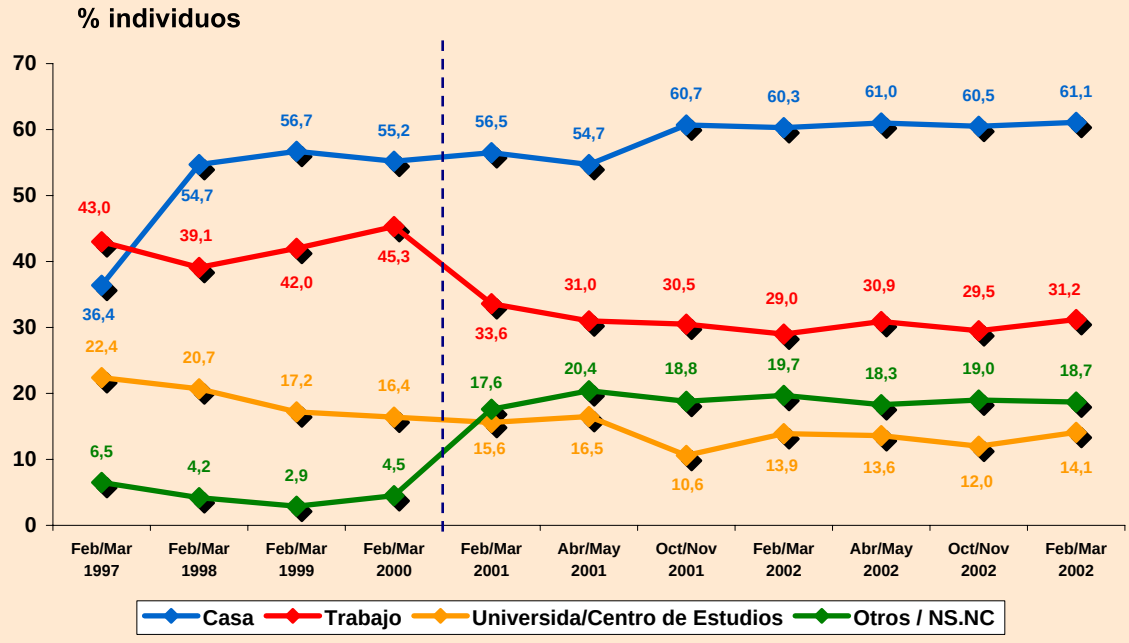
LUGAR DE ACCESO (BASE: usuarios último mes)

(DATOS POR OLA)



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