OCTUBRE DE 2001
A MAYO 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: 43.732 (+27.368 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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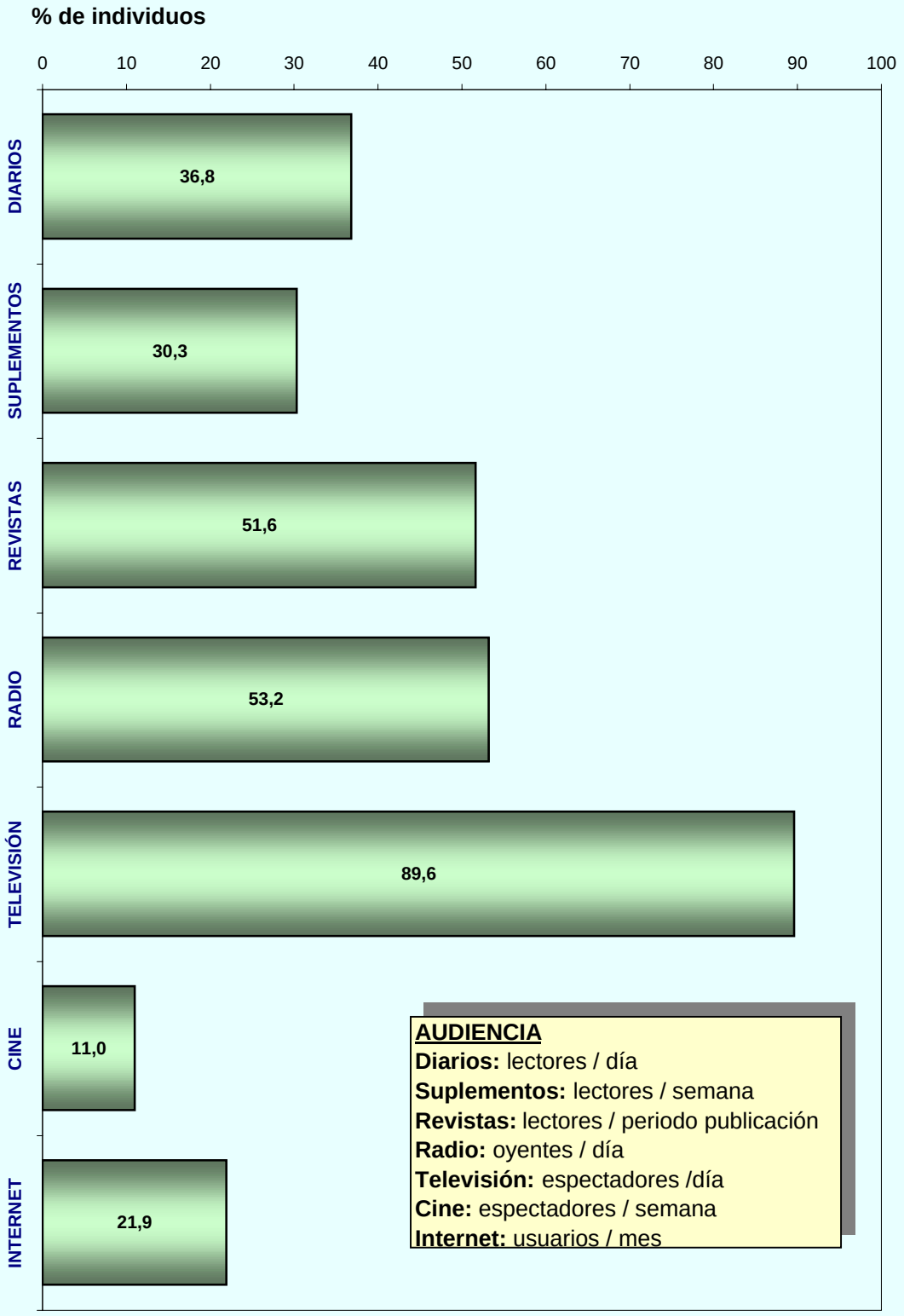
AIMC - Capitán Haya, 61 - 28020 Madrid - Tel. 91 570 11 74 - Fax: 91 570 20 49 - e.mail: aimc@aimc.es - http://www.aimc.es

AUDIENCIA GENERAL DE MEDIOS

PENETRACIÓN %



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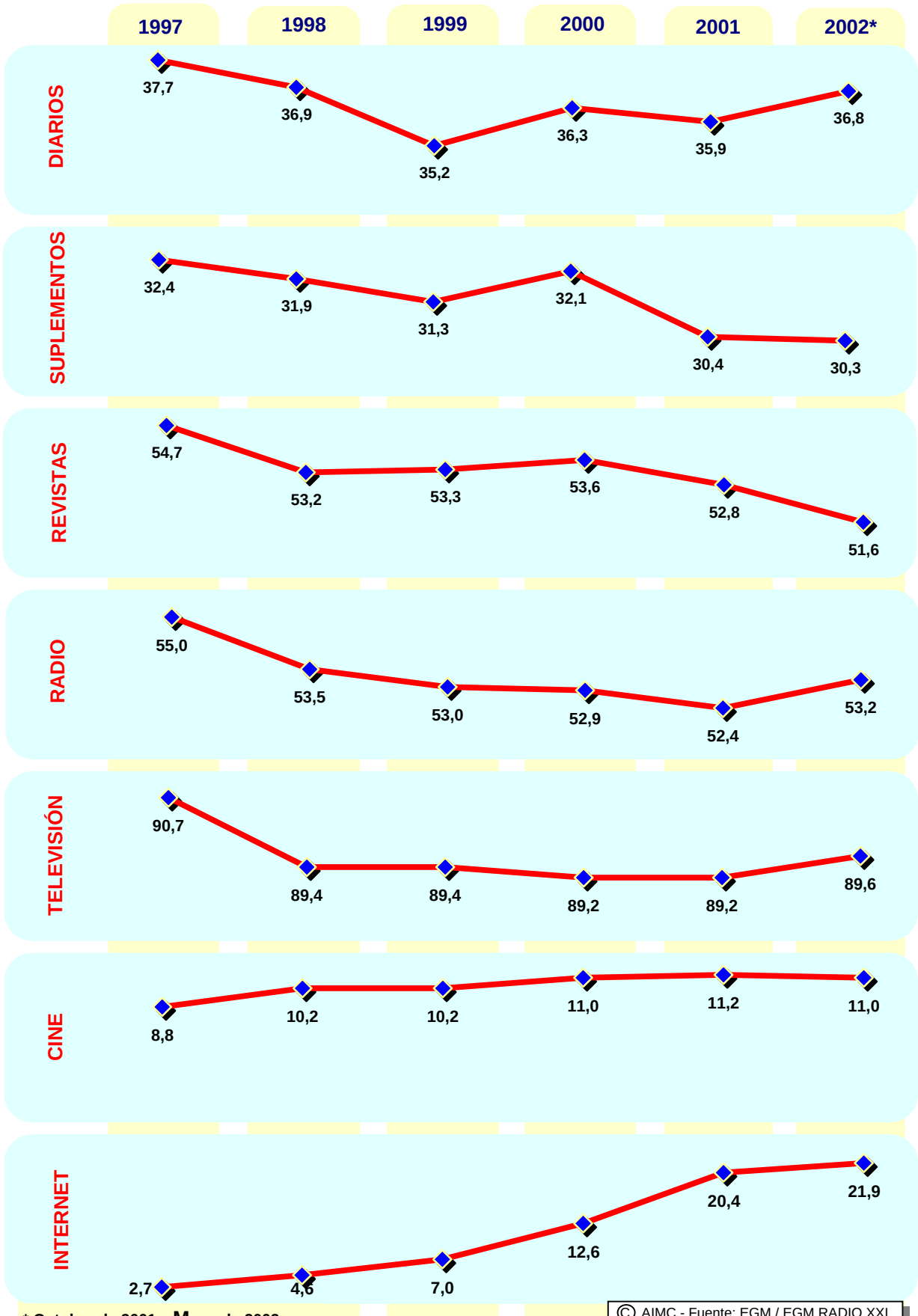
AUDIENCIA GENERAL DE MEDIOS

EVOLUCIÓN (Penetración %)



* Octubre de 2001 a Mayo de 2002

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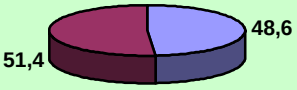
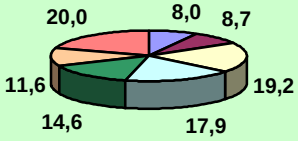
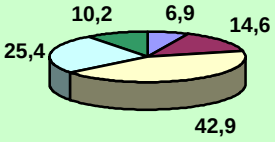
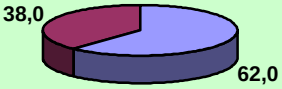
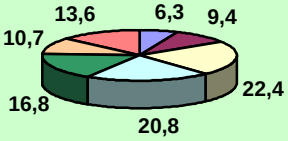
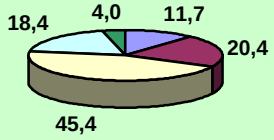
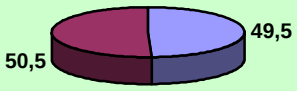
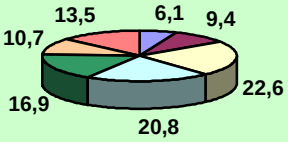
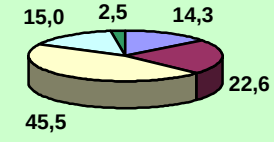
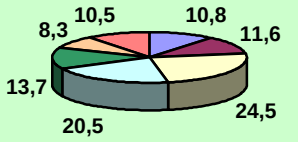
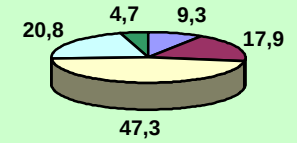
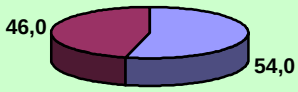
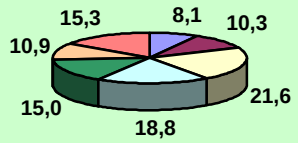
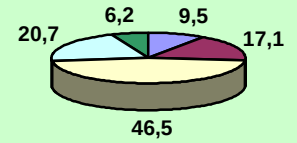
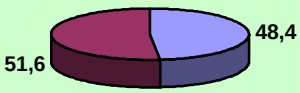
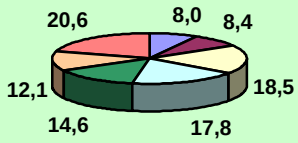
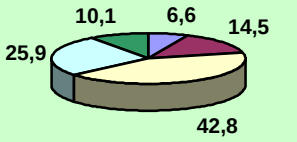
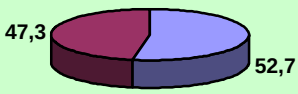
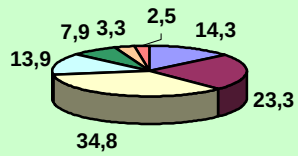
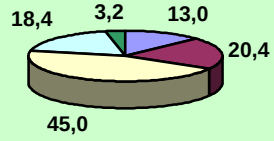
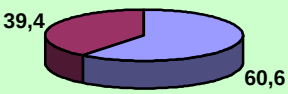
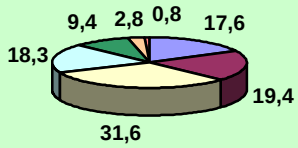
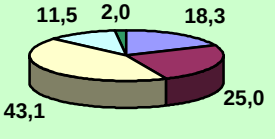
AUDIENCIA GENERAL DE MEDIOS

PERFIL %

Individuos (000)

	POR SEXO	POR EDAD	POR CLASE SOCIAL
POBLACIÓN 34.817			
DIARIOS 12.822			
SUPLEMENTOS 10.548			
REVISTAS 17.961			
RADIO 18.538			
TELEVISIÓN 31.200			
CINE 3.837			
INTERNET 7.639			

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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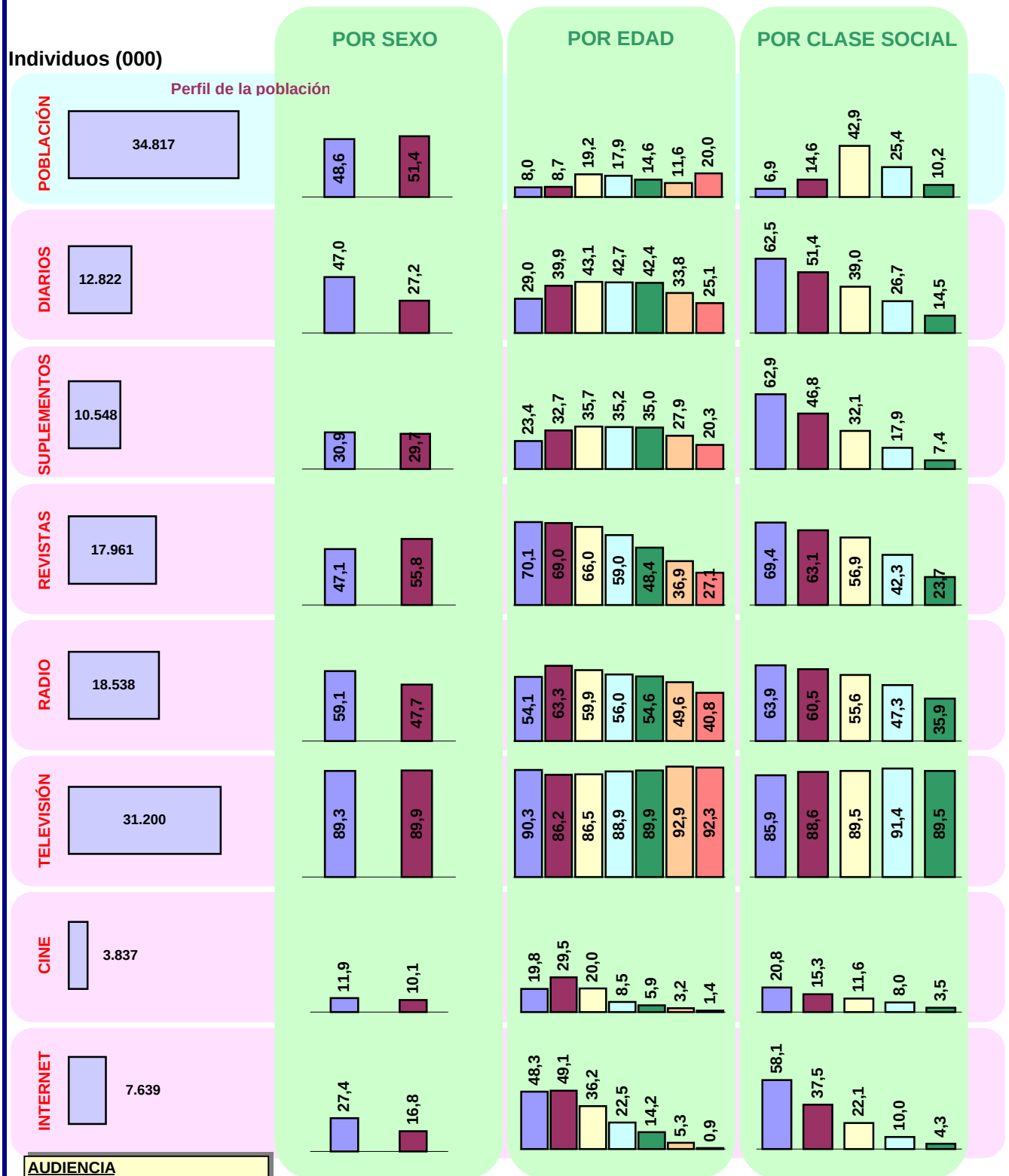
AUDIENCIA GENERAL DE MEDIOS

PENETRACIÓN %

Individuos (000)

Perfil de la población



AUDIENCIA
Diarios: lectores / día
Suplementos: lectores / semana
Revistas: lectores / periodo publ.
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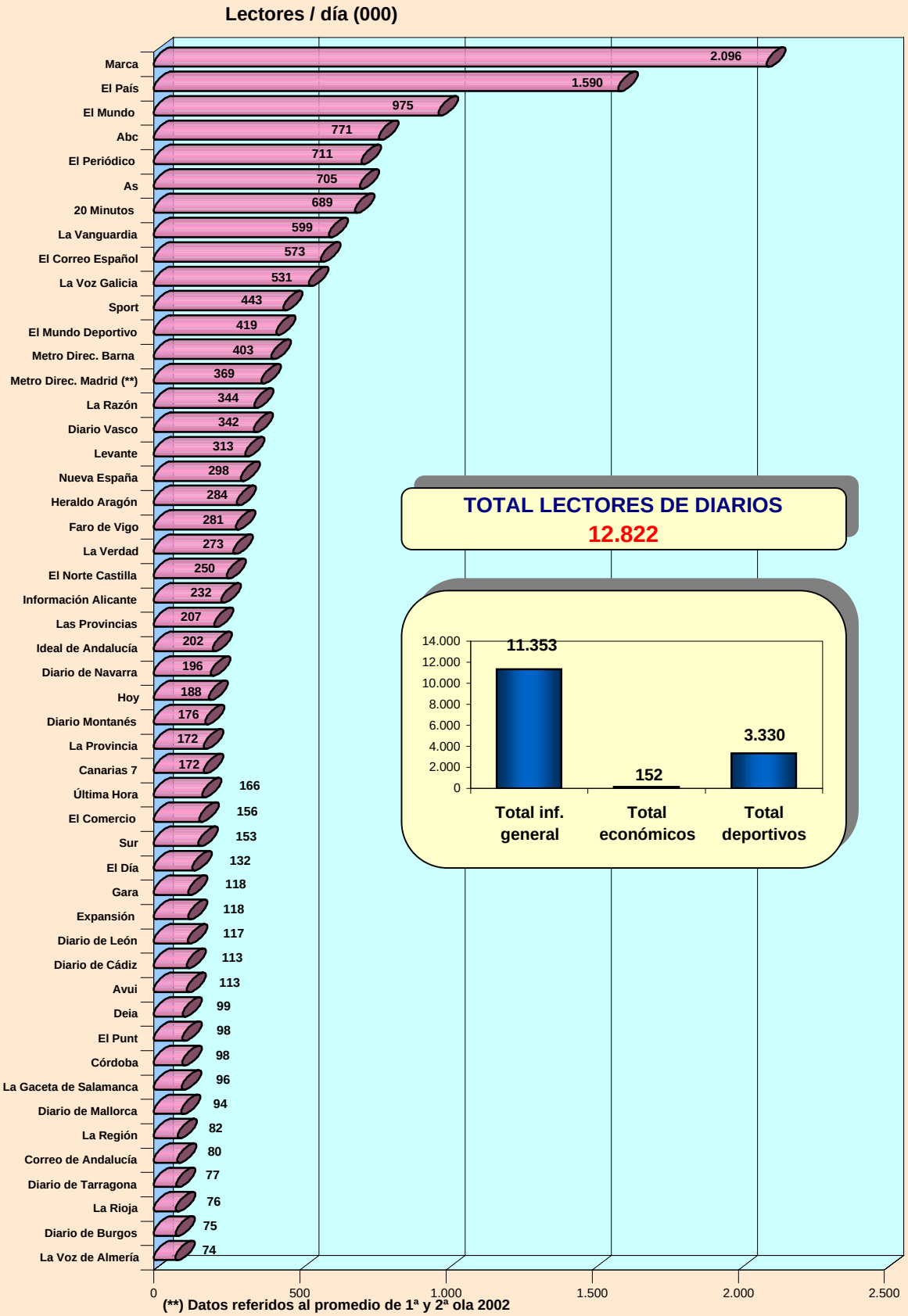
RANKING DE MEDIOS IMPRESOS

DIARIOS



(**) Datos referidos al promedio de 1ª y 2ª ola 2002

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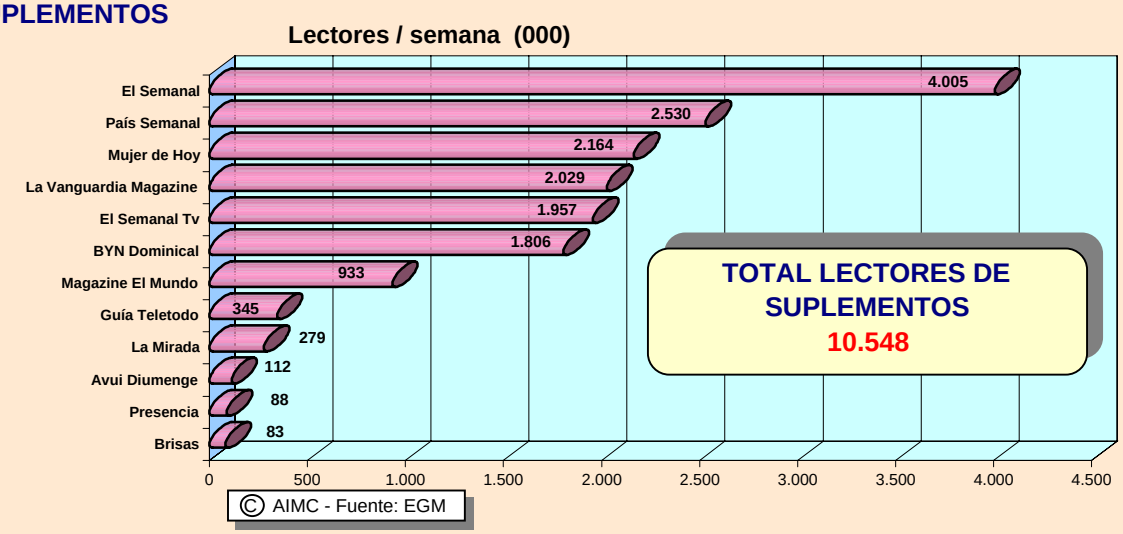
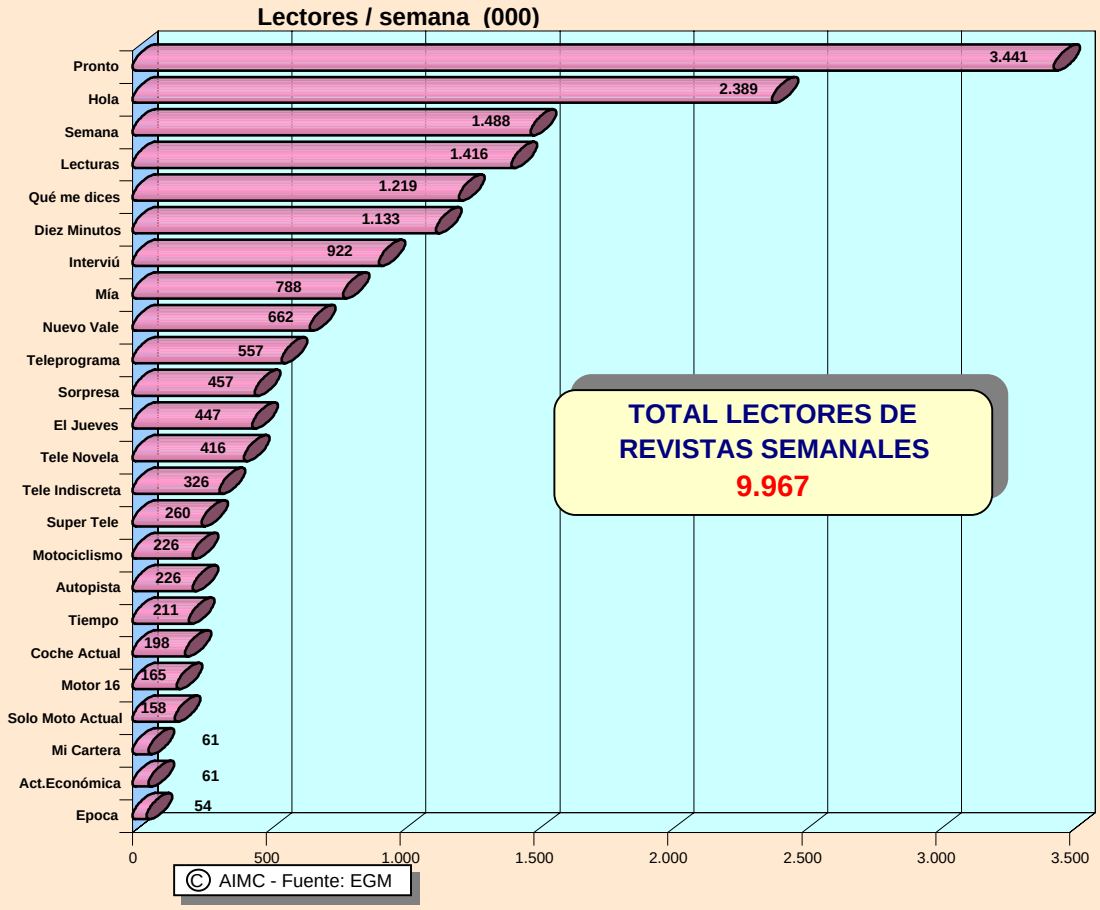
RANKING DE MEDIOS IMPRESOS

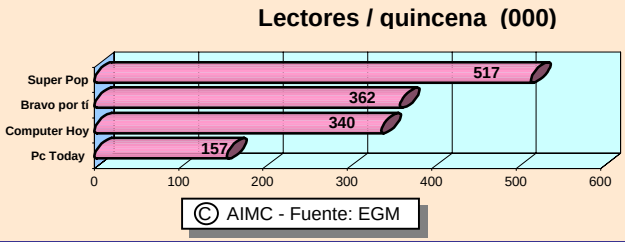
SUPLEMENTOS



REVISTAS SEMANALES

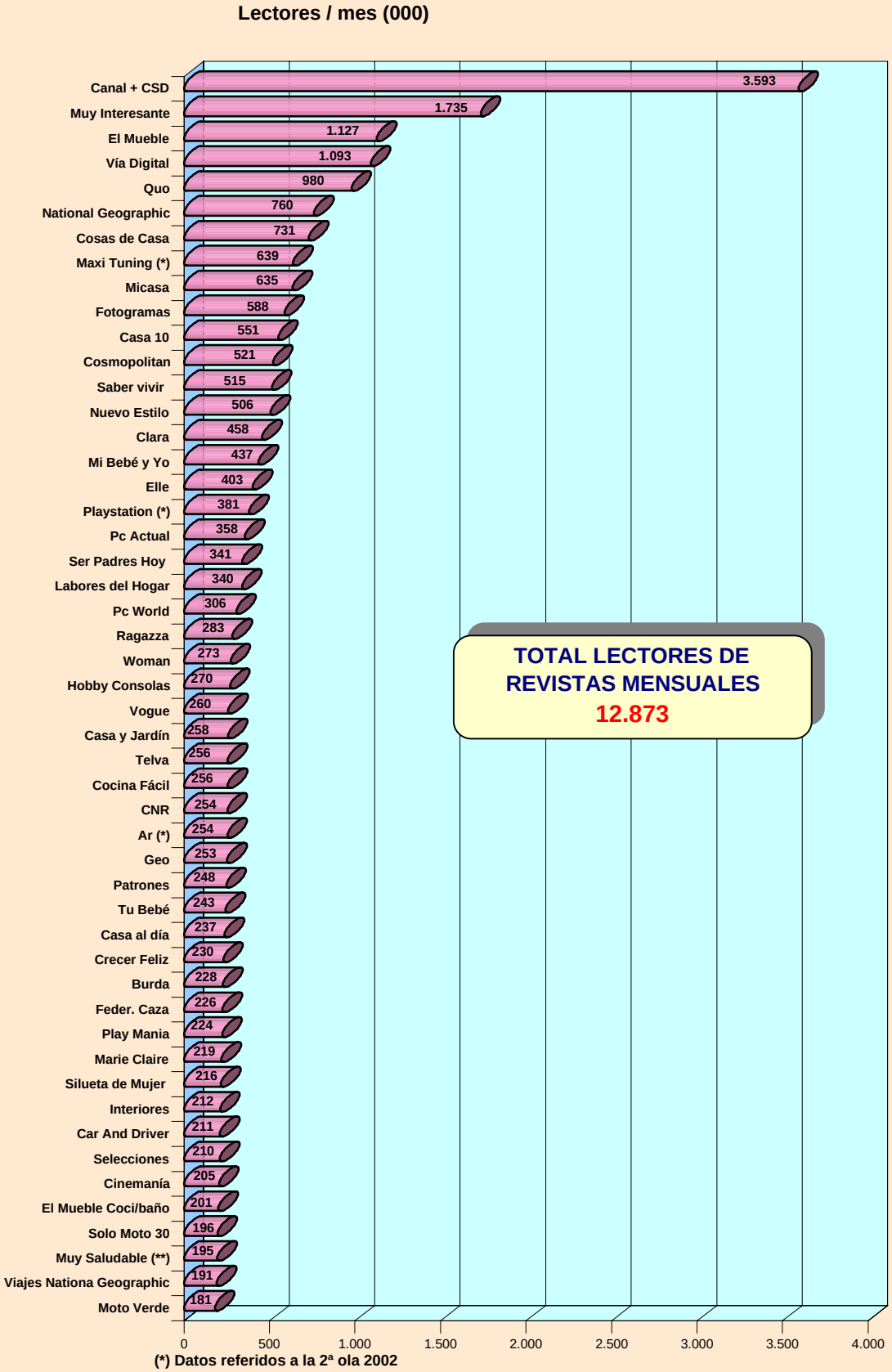


REVISTAS QUINCENALES



RANKING DE MEDIOS IMPRESOS

REVISTAS MENSUALES



(*) Datos referidos a la 2ª ola 2002

(**) Datos referidos al promedio de 1ª y 2ª ola 2002

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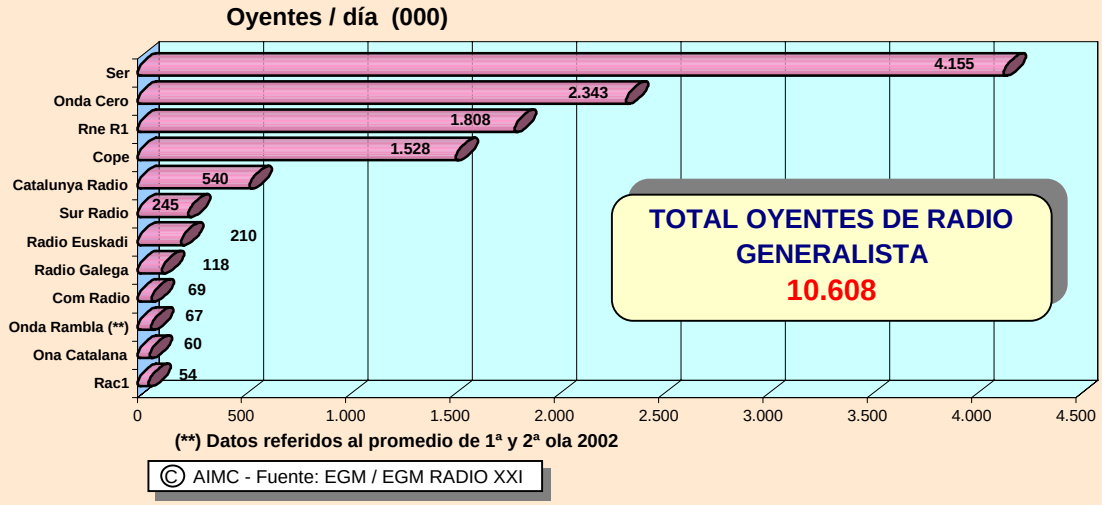
RANKING DE EMISORAS DE RADIO

RADIO GENERALISTA (lunes a domingo)



(**) Datos referidos al promedio de 1ª y 2ª ola 2002

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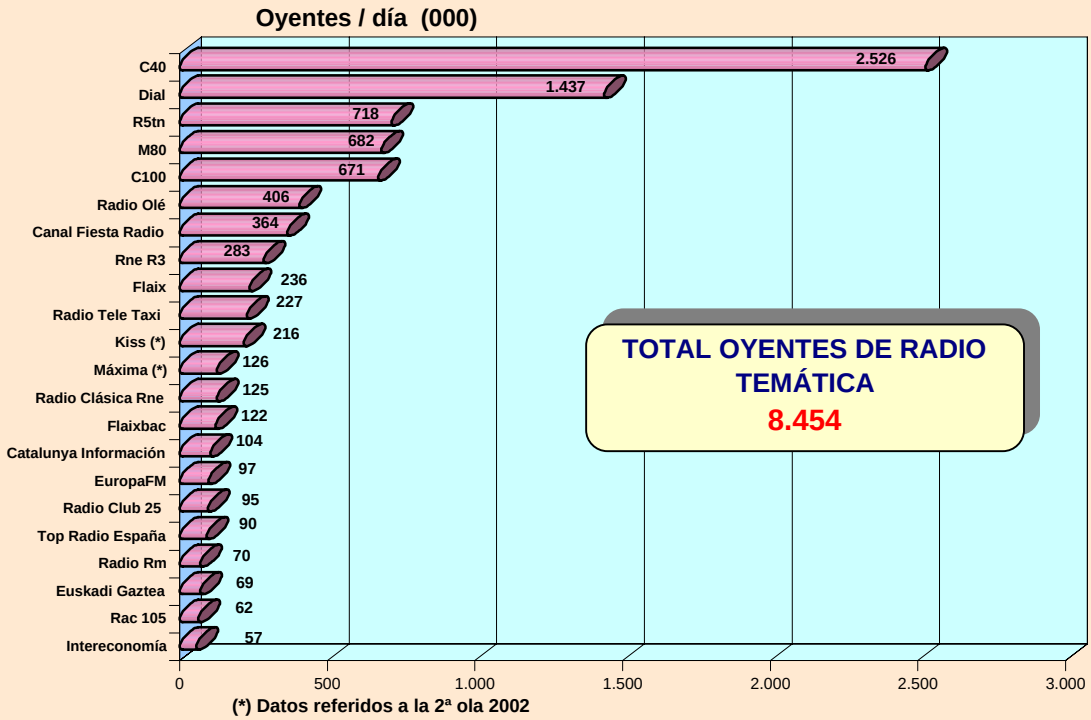
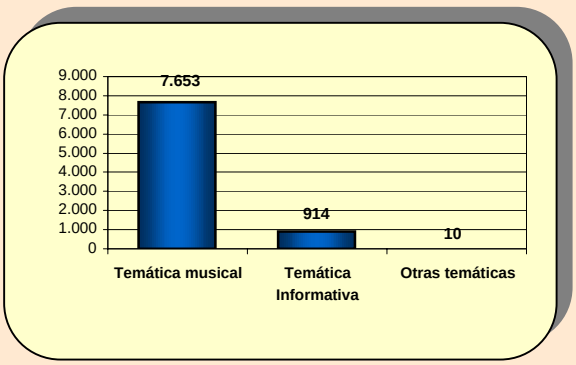
RADIO TEMÁTICA (lunes a domingo)



(*) Datos referidos a la 2ª ola 2002



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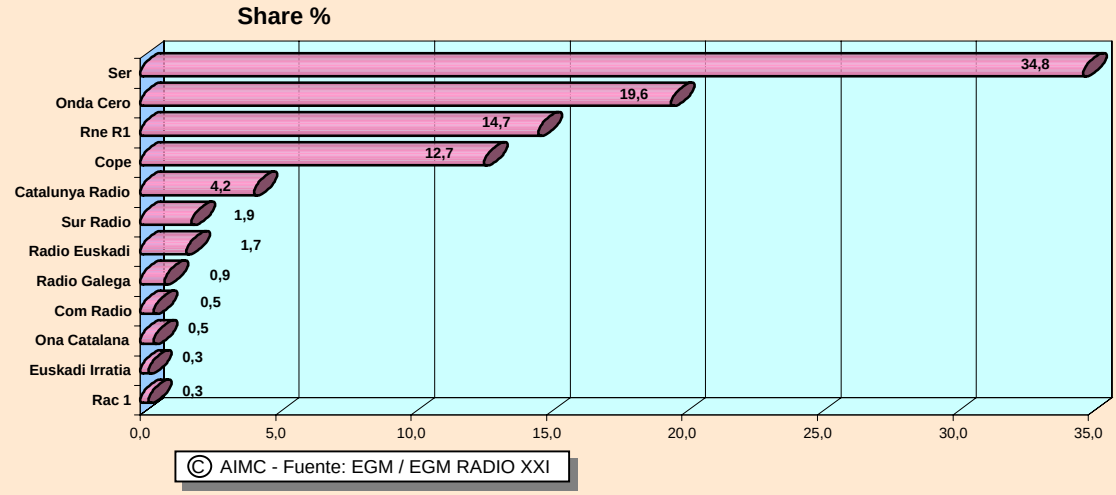
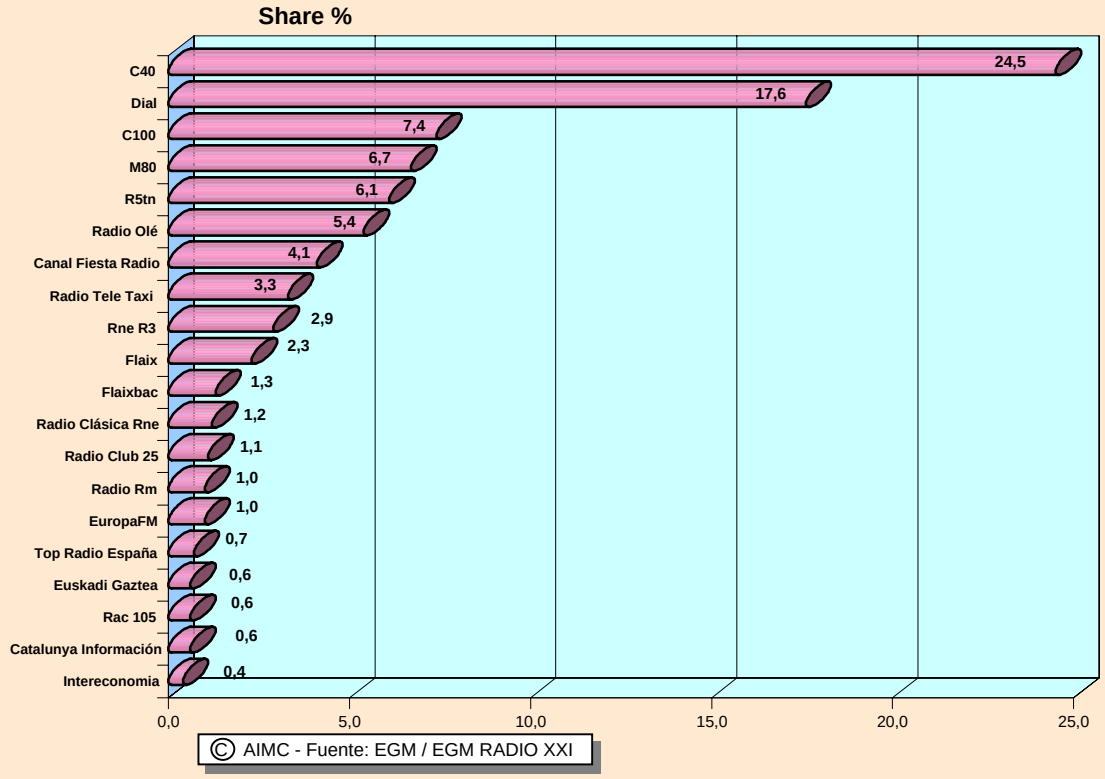
RANKING DE EMISORAS DE RADIO

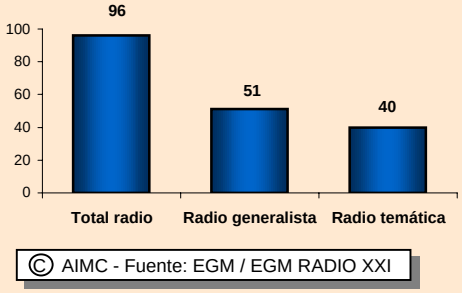
RADIO GENERALISTA (lunes a domingo)



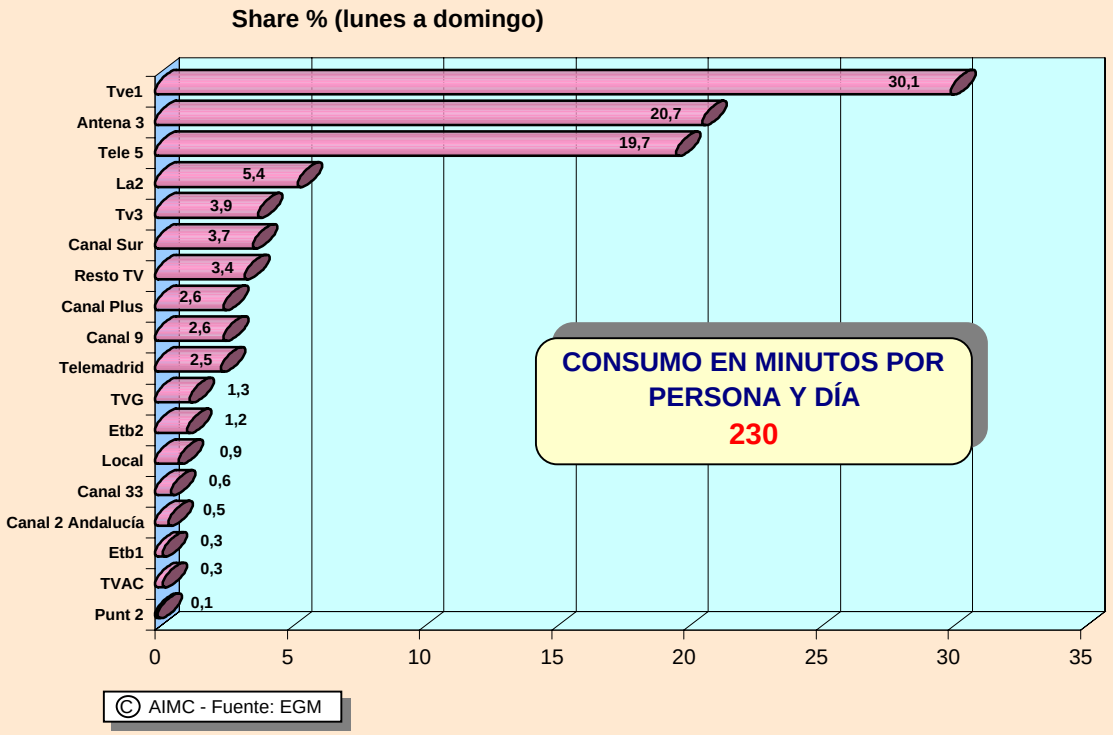
RADIO TEMÁTICA (lunes a domingo)



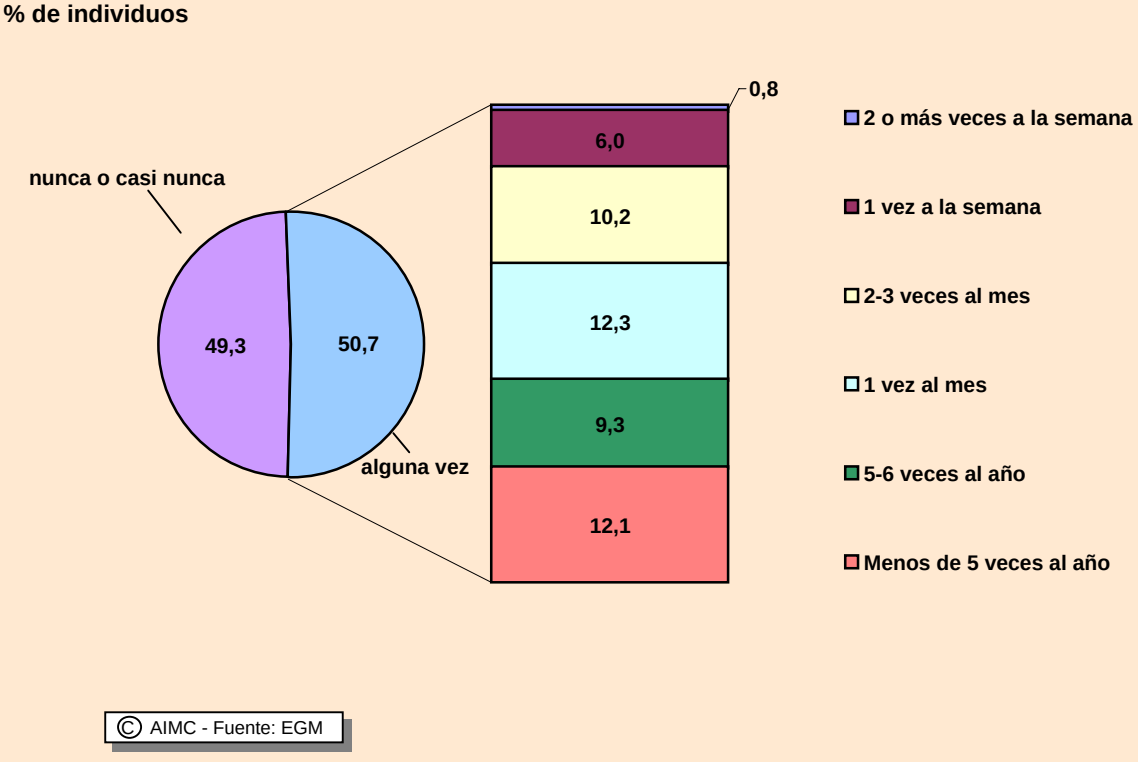
CONSUMO EN MINUTOS POR PERSONA Y DÍA (lunes a domingo)



RANKING DE CADENAS DE TELEVISIÓN



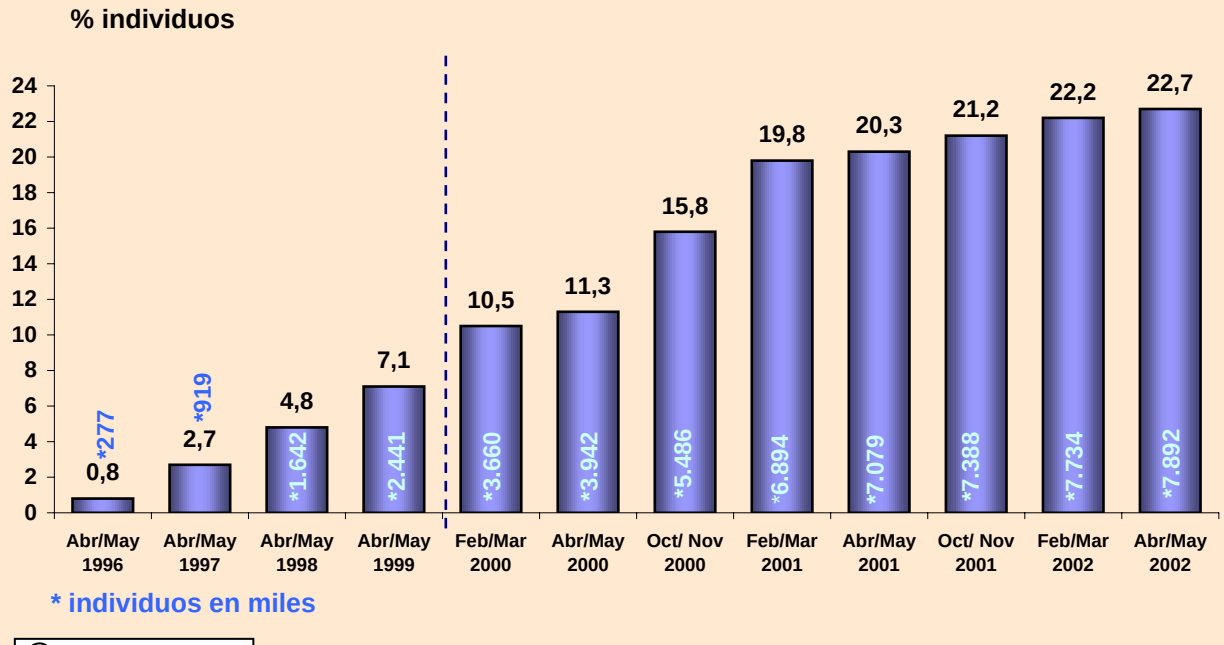
HÁBITO DE ASISTENCIA AL CINE



INTERNET

EVOLUCIÓN DEL USO ÚLTIMOS 30 DÍAS

(DATOS POR OLA)



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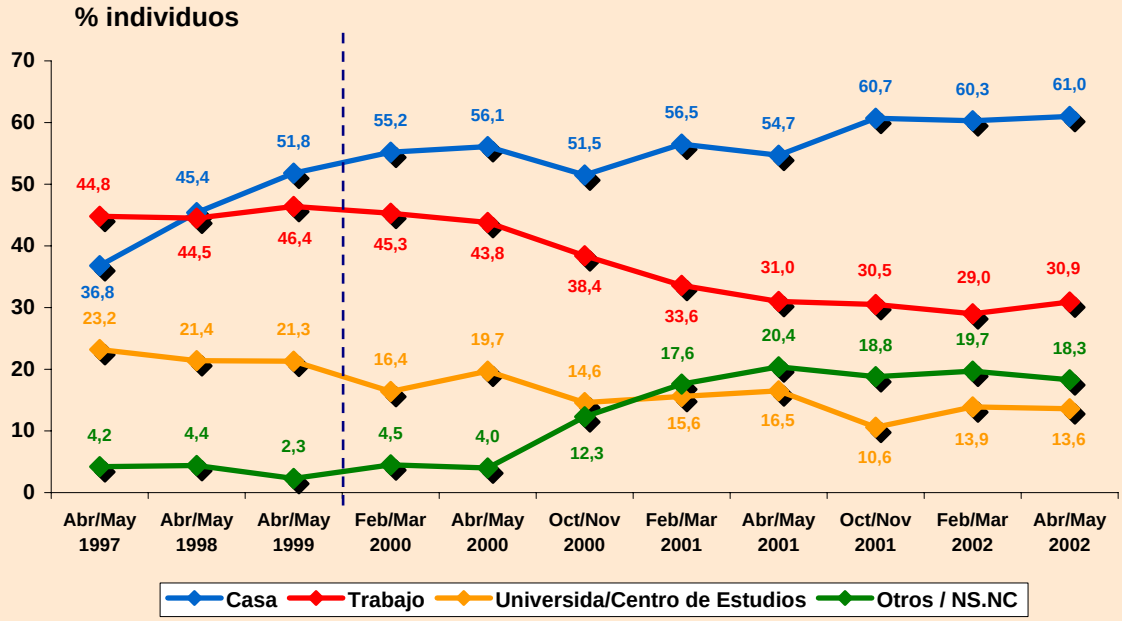
LUGAR DE ACCESO (BASE: usuarios último mes)

(DATOS POR OLA)



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