



OCTUBRE DE 2007 A  
MAYO DE 2008

RESUMEN  
GENERAL



**FICHA TÉCNICA**

**Universo:** población de 14 o más años (38.261.000 individuos)

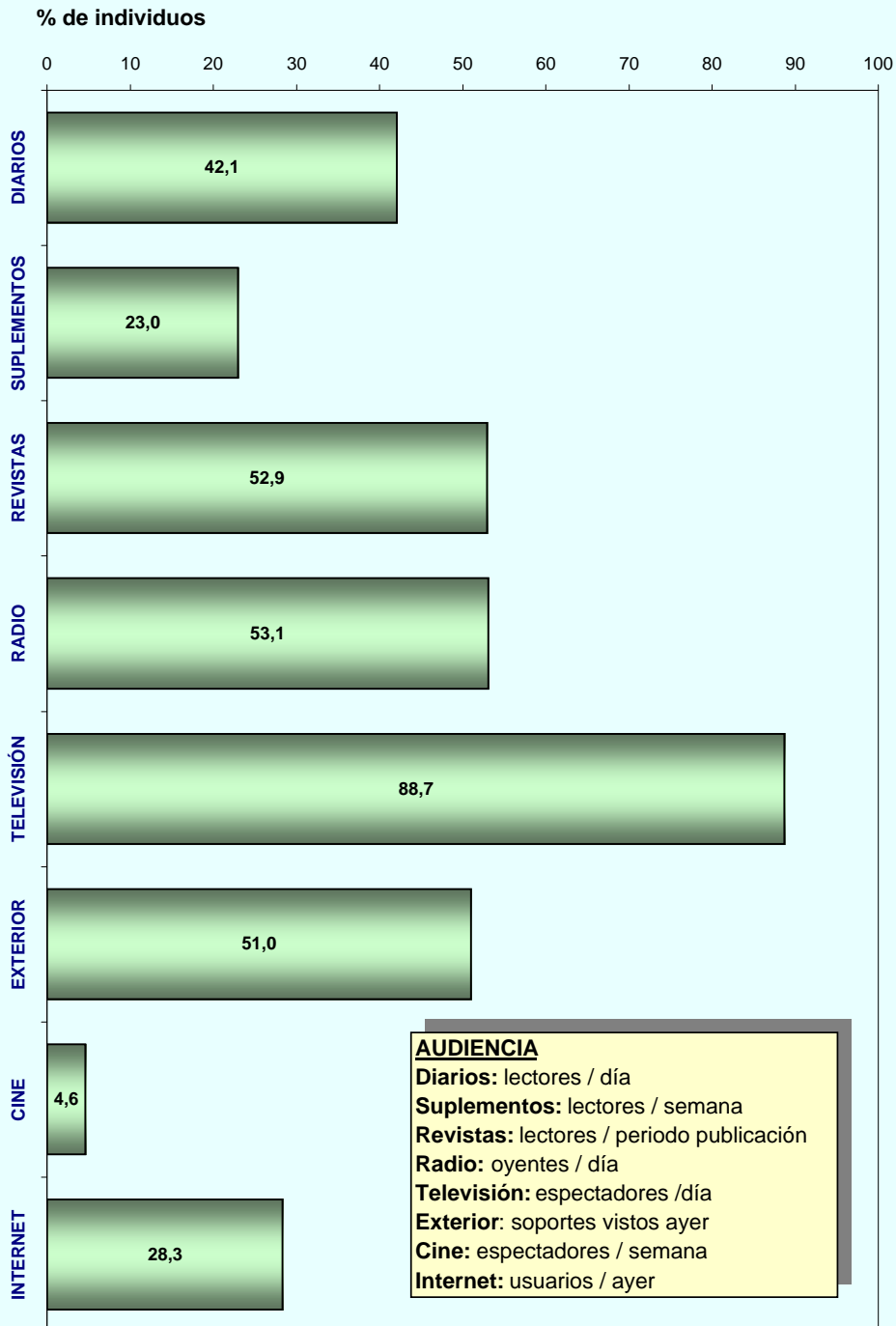
**Muestra anual tres últimas olas:** 35.559 multimedia (+44.789 monomedia radio  
+40.781 monomedia prensa  
+13.238 monomedia revistas)

**Método de recogida de información:** entrevista "face to face" (+ entrevista telefónica para ampliación radio y prensa, + entrevista "face to face" para ampliación revistas)

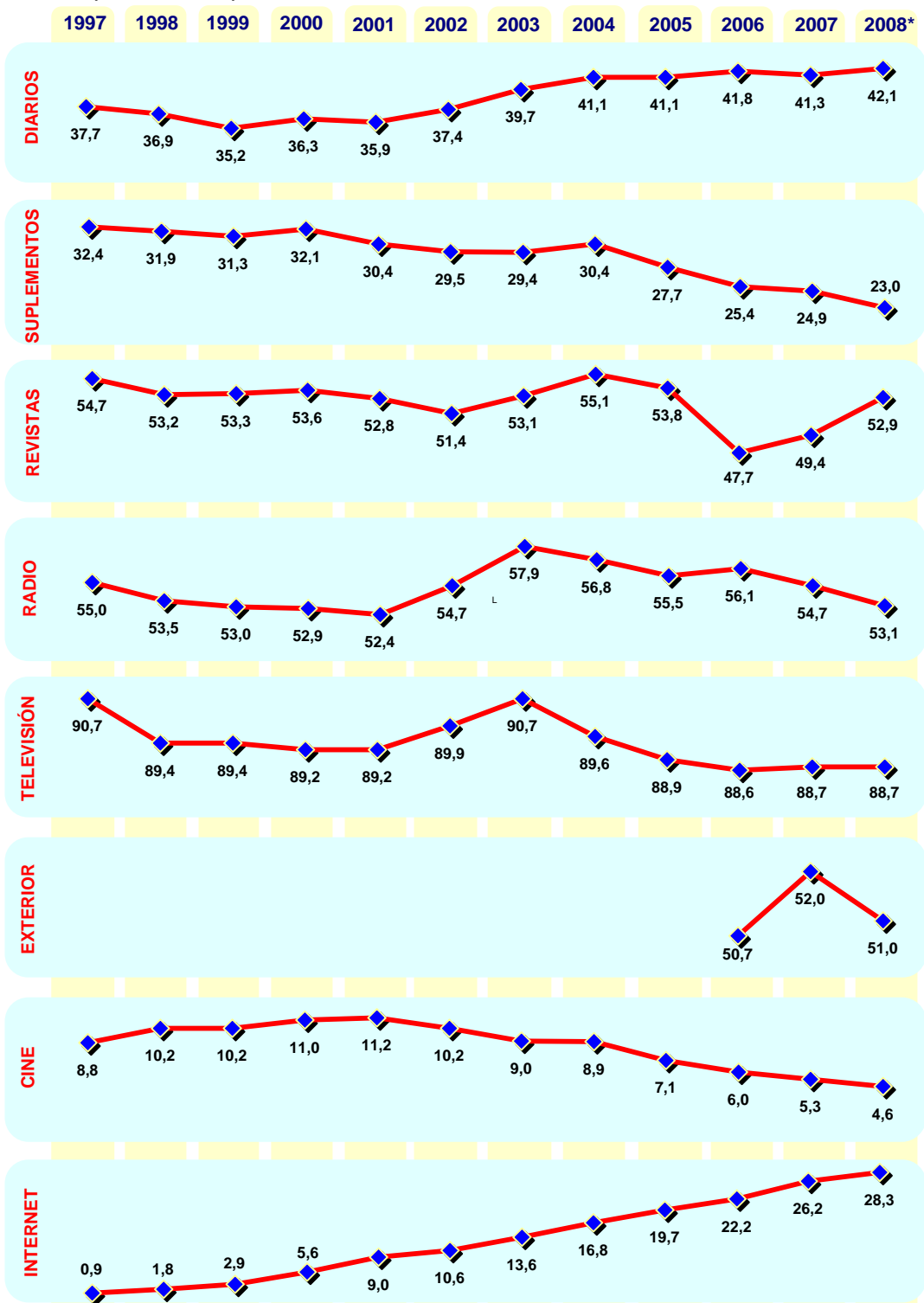
**Diseño muestral:** selección aleatoria de hogares y elección de una persona del hogar

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

**AUDIENCIA GENERAL DE MEDIOS**

**PENETRACIÓN %**


© AIMC - Fuente: EGM

**AUDIENCIA GENERAL DE MEDIOS**
**EVOLUCIÓN (Penetración %)**


\* Octubre de 2007 a Mayo de 2008

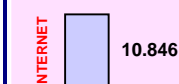
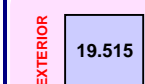
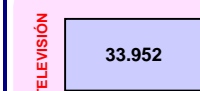
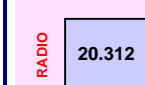
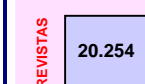
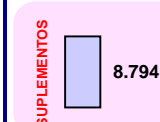
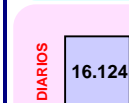
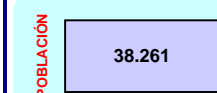
© AIMC - Fuente: EGM

## AUDIENCIA GENERAL DE MEDIOS

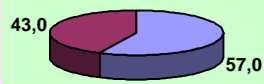
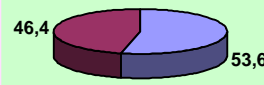
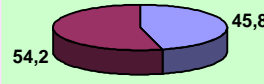


### PERFIL %

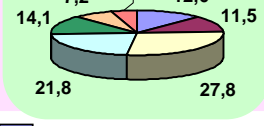
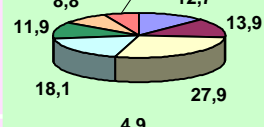
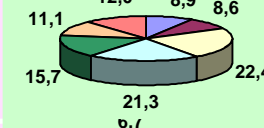
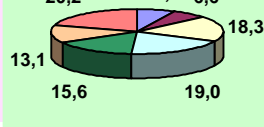
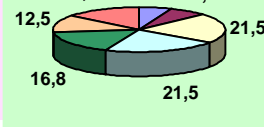
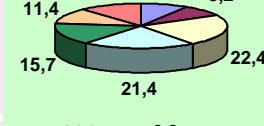
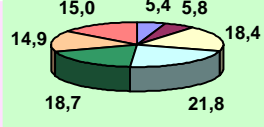
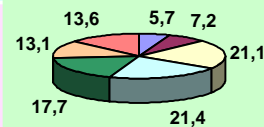
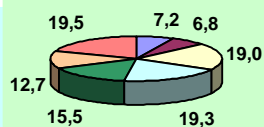
#### Individuos (000)



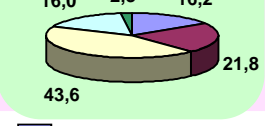
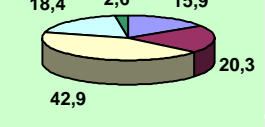
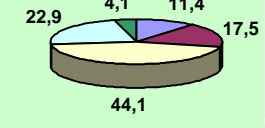
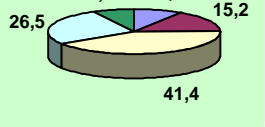
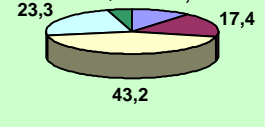
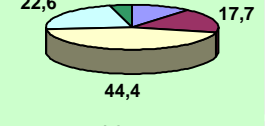
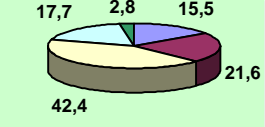
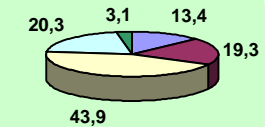
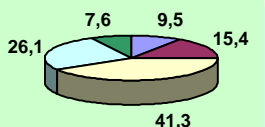
#### POR SEXO



#### POR EDAD



#### POR CLASE SOCIAL



#### AUDIENCIA

**Diarios:** lectores / día  
**Suplementos:** lectores / semana  
**Revistas:** lectores / periodo publ.  
**Radio:** oyentes / día  
**Televisión:** espectadores / día  
**Exterior:** soportes vistos ayer  
**Cine:** espectadores / semana  
**Internet:** usuarios / ayer

■ 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

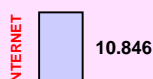
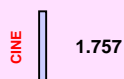
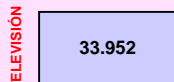
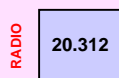
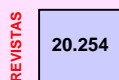
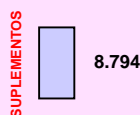
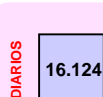
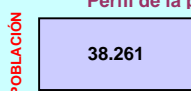
## AUDIENCIA GENERAL DE MEDIOS



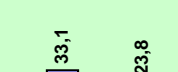
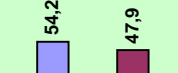
### PENETRACIÓN %

Individuos (000)

Perfil de la población

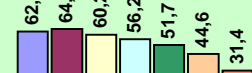
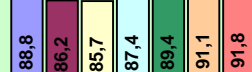


#### POR SEXO



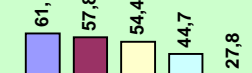
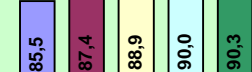
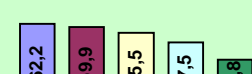
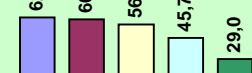
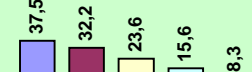
■ Hombre  
■ Mujer

#### POR EDAD



■ 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

#### POR CLASE SOCIAL



■ Alta  
■ Media alta  
■ Media media  
■ Media baja  
■ Baja

#### AUDIENCIA

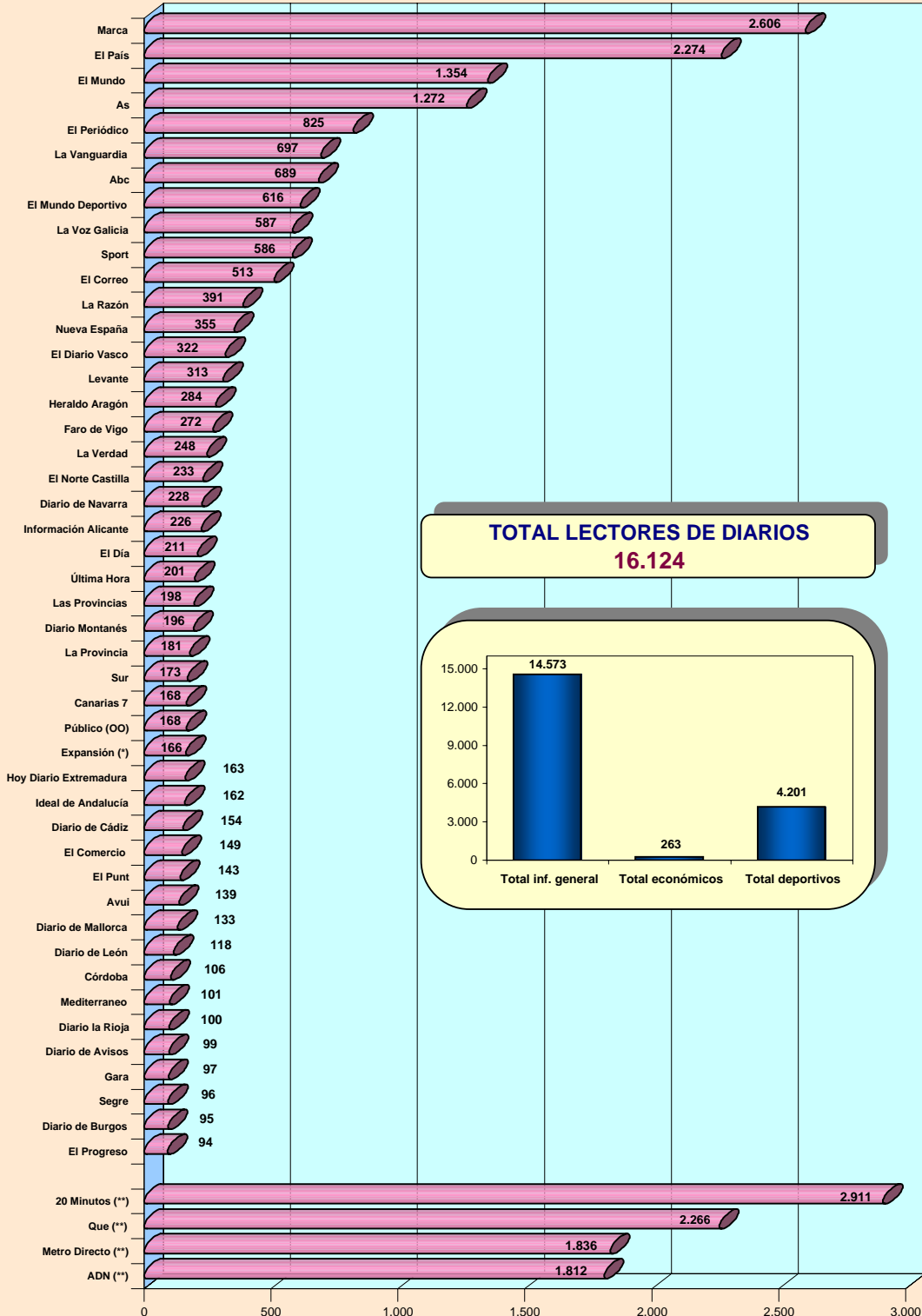
**Diarios:** lectores / día  
**Suplementos:** lectores / semana  
**Revistas:** lectores / periodo publ.  
**Radio:** oyentes / día  
**Televisión:** espectadores / día  
**Exterior:** soportes vistos ayer  
**Cine:** espectadores / semana  
**Internet:** usuarios / ayer

## RANKING DE MEDIOS IMPRESOS



### DIARIOS

Lectores / día (000)



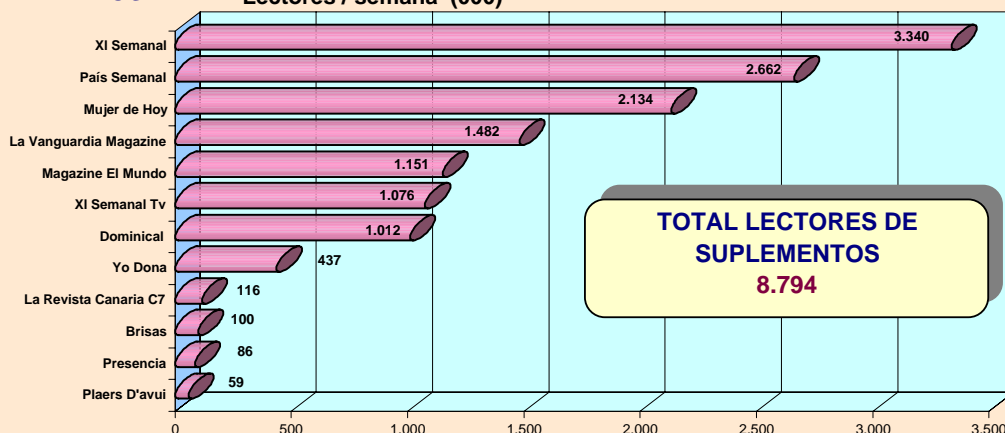
(\*) Se publica de lunes a sábado  
 (\*\*) Se publica de lunes a viernes  
 (OO) Datos referidos al promedio de 1ª y 2ª ola 2008

## RANKING DE MEDIOS IMPRESOS



### SUPLEMENTOS

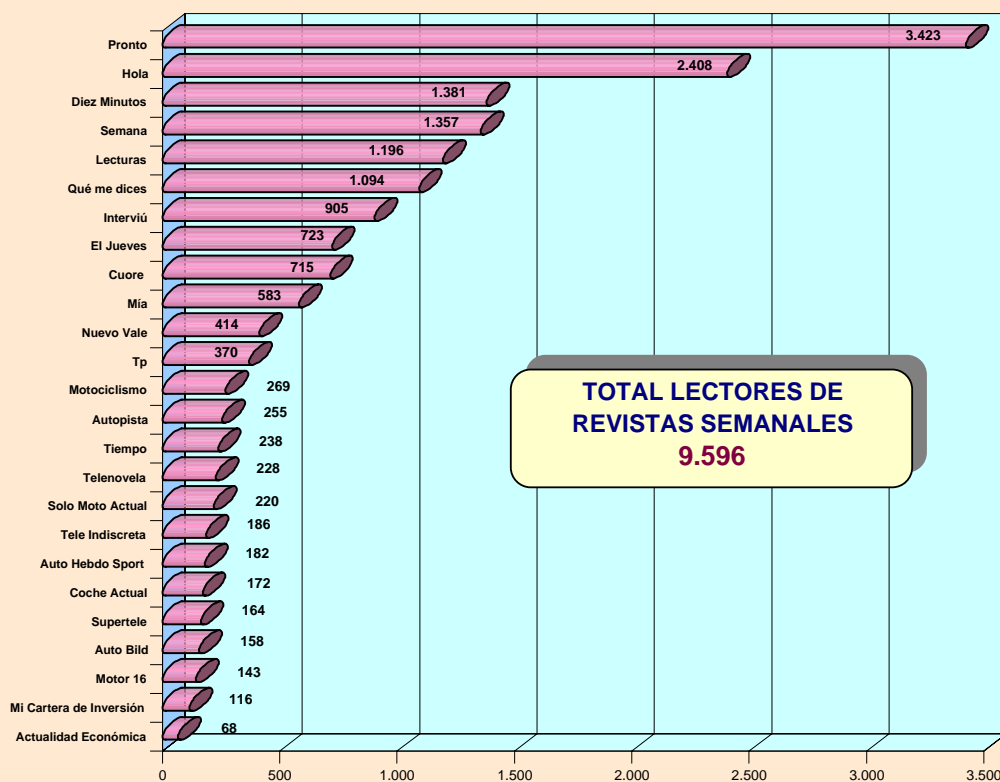
Lectores / semana (000)



### REVISTAS SEMANALES

© AIMC - Fuente: EGM

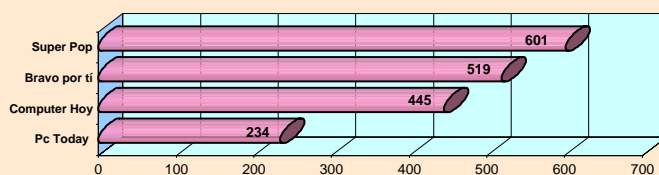
Lectores / semana (000)



© AIMC - Fuente: EGM

### REVISTAS QUINCENALES

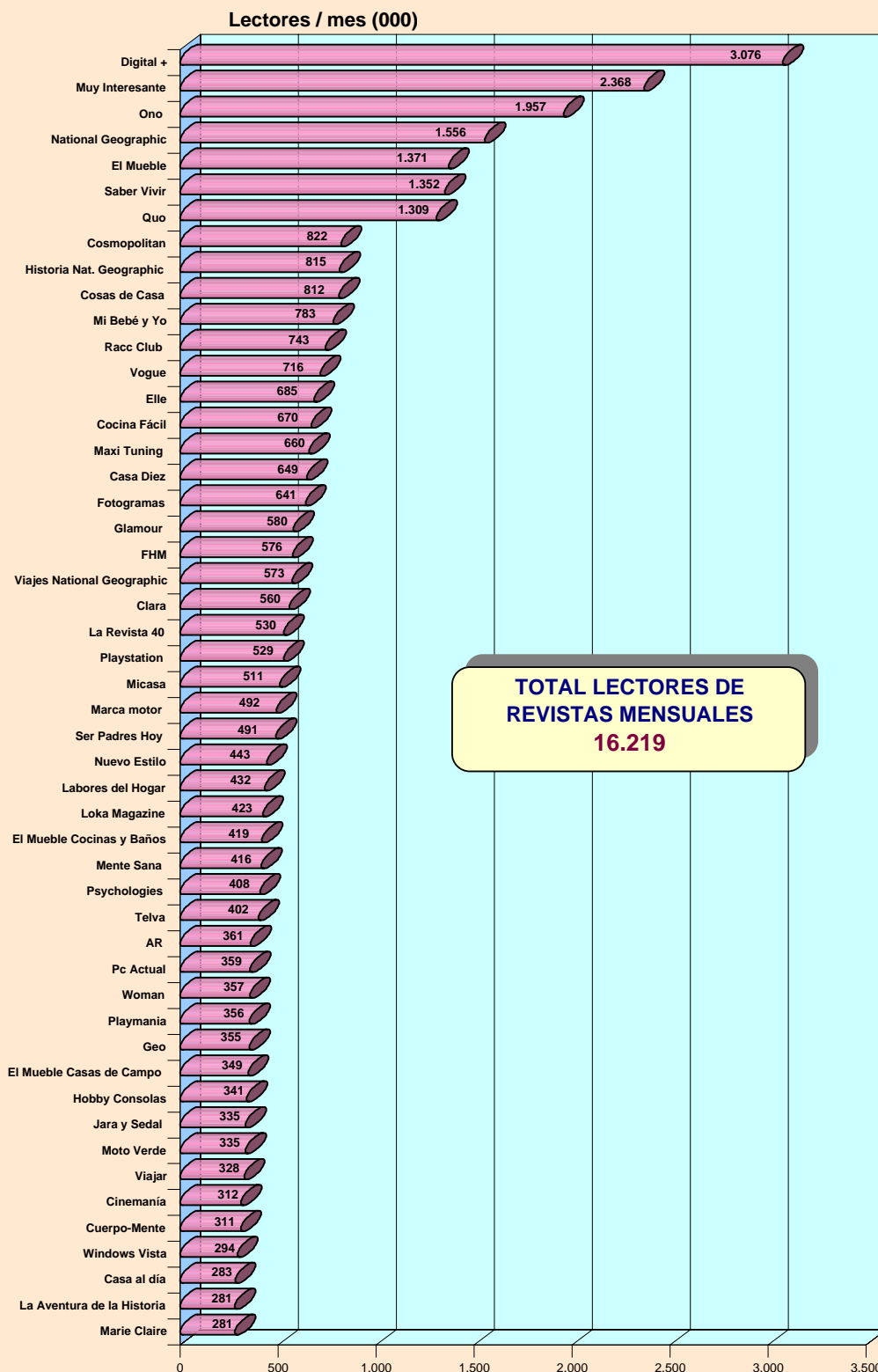
Lectores / quincena (000)



**TOTAL LECTORES DE REVISTAS QUINCENALES**  
**1.305**

© AIMC - Fuente: EGM

**RANKING DE MEDIOS IMPRESOS**

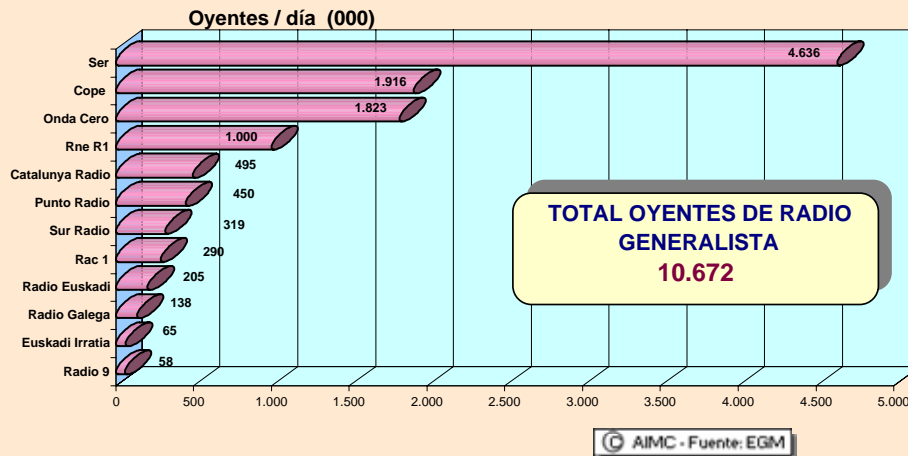
**REVISTAS MENSUALES**


© AIMC - Fuente: EGM

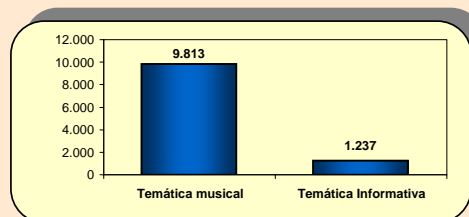
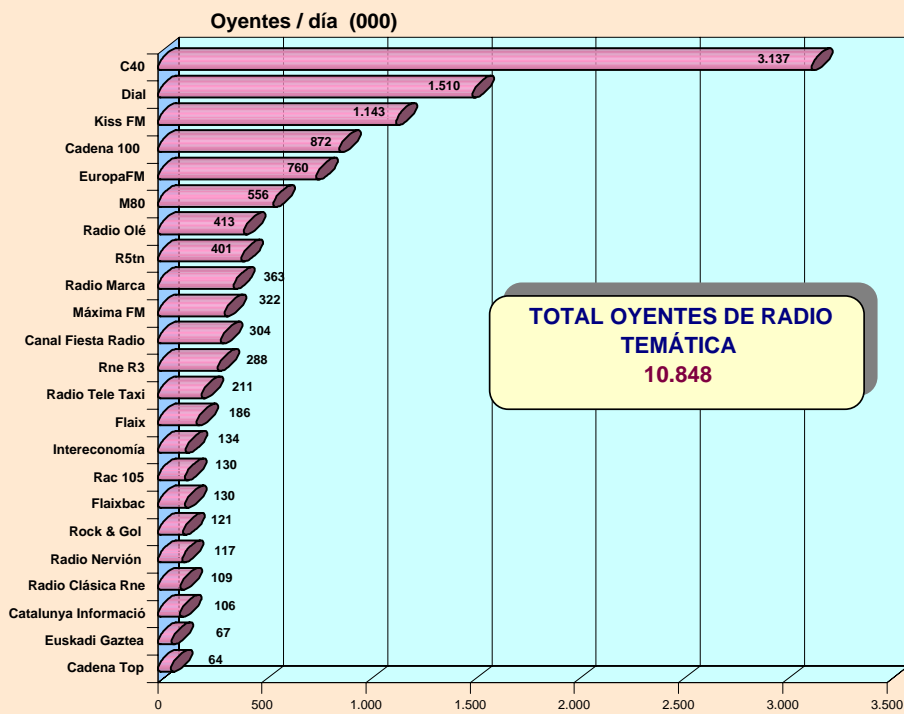


## RANKING DE EMISORAS DE RADIO

### RADIO GENERALISTA (lunes a domingo)



### RADIO TEMÁTICA (lunes a domingo)

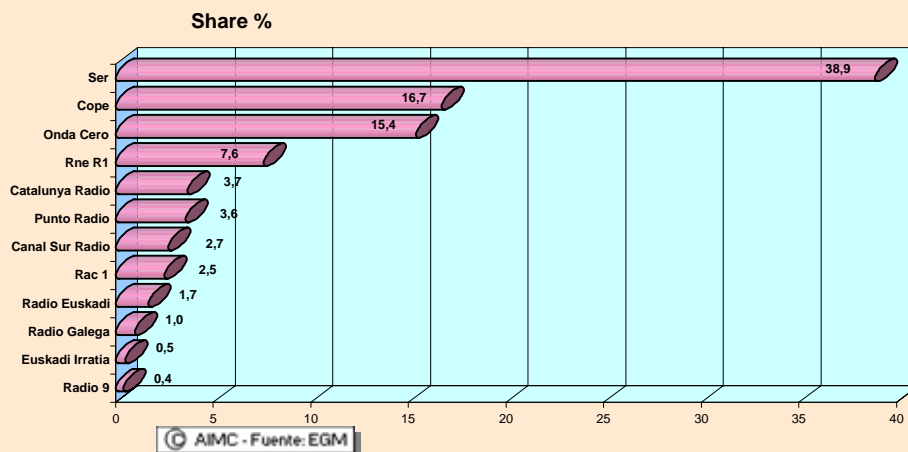


AIMC - Fuente: EGM

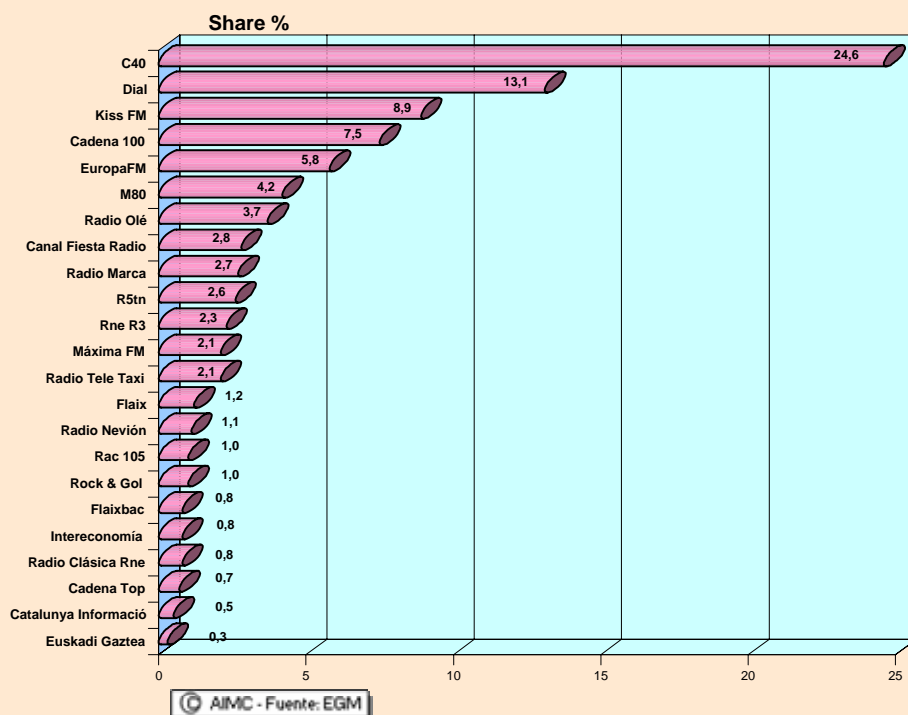
## RANKING DE EMISORAS DE RADIO

EGM

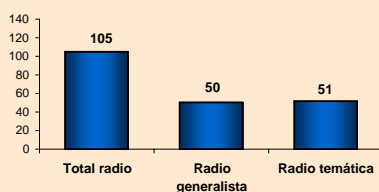
### RADIO GENERALISTA (lunes a domingo)



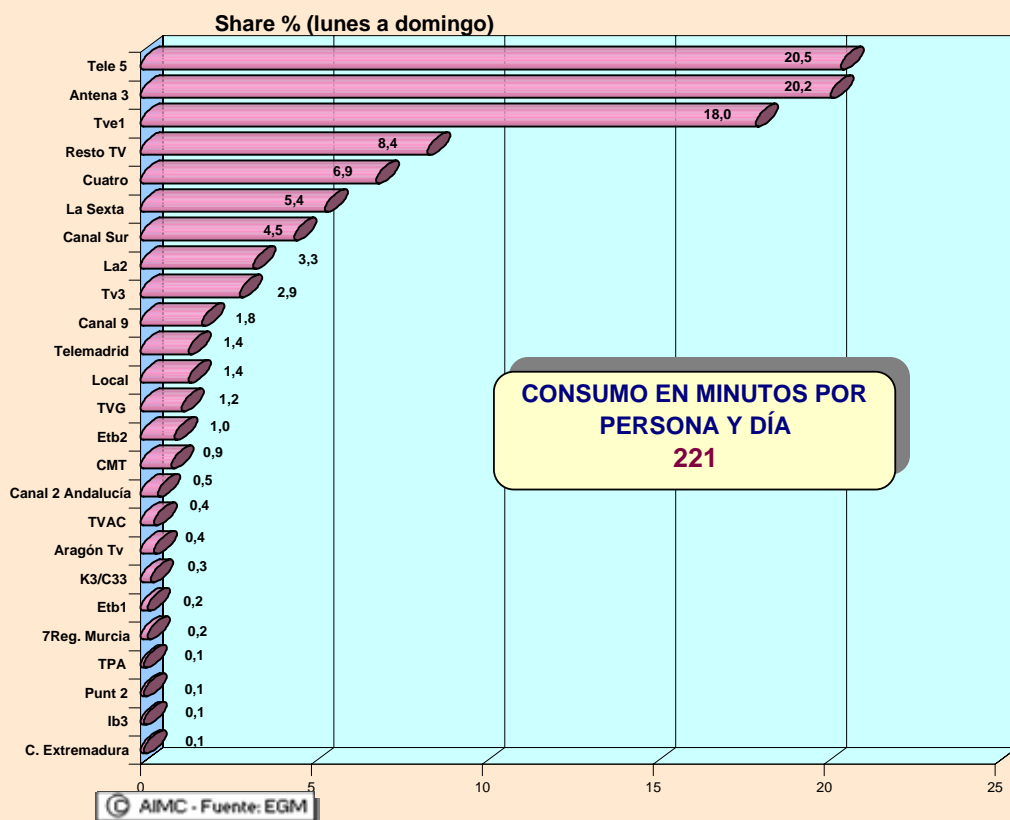
### RADIO TEMÁTICA (lunes a domingo)



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

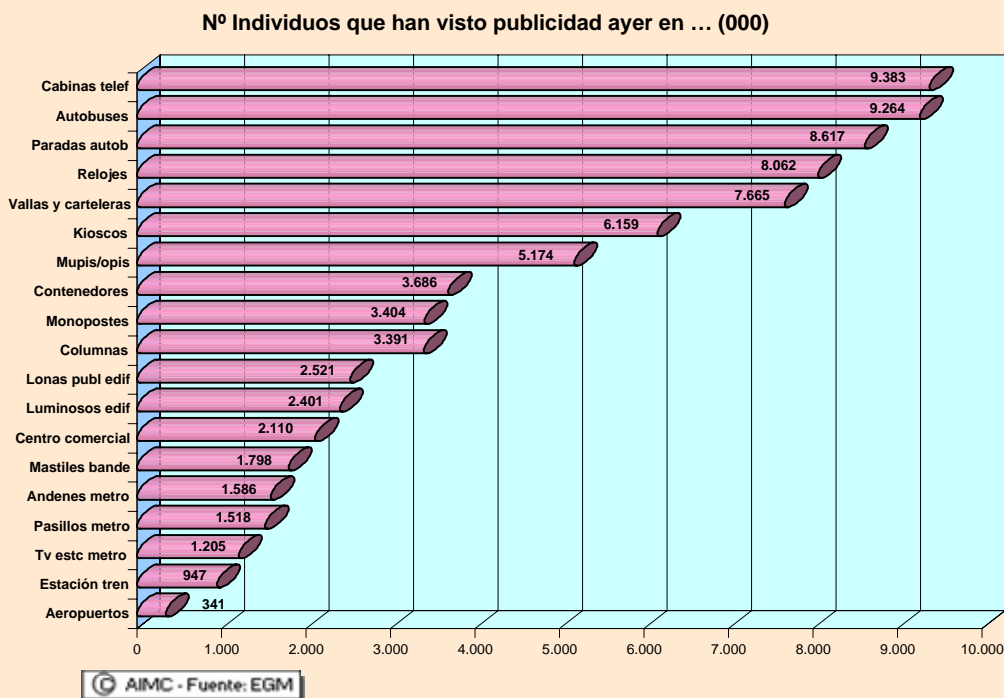


## RANKING DE CADENAS DE TELEVISIÓN



## EXTERIOR

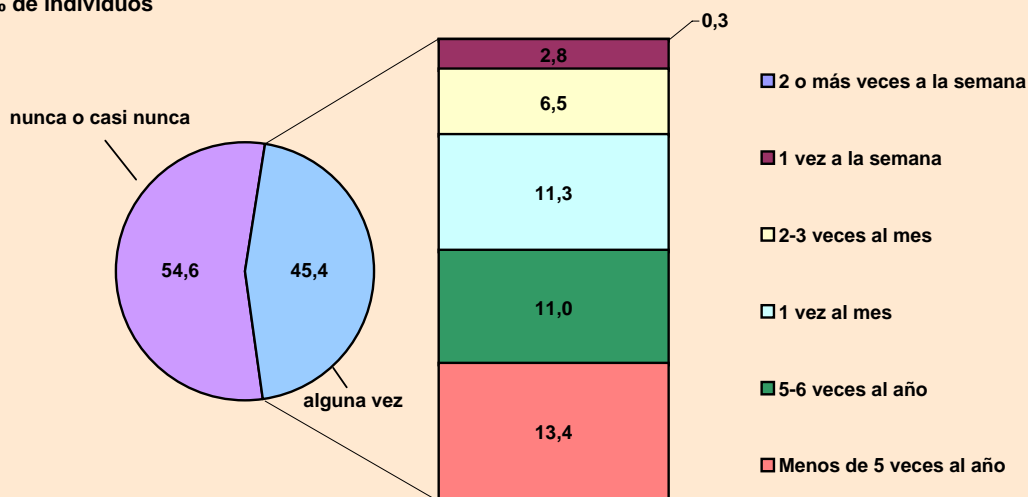
### RANKING TIPOLOGÍA DE SOPORTES



## CINE

### HÁBITO DE ASISTENCIA AL CINE

% de individuos



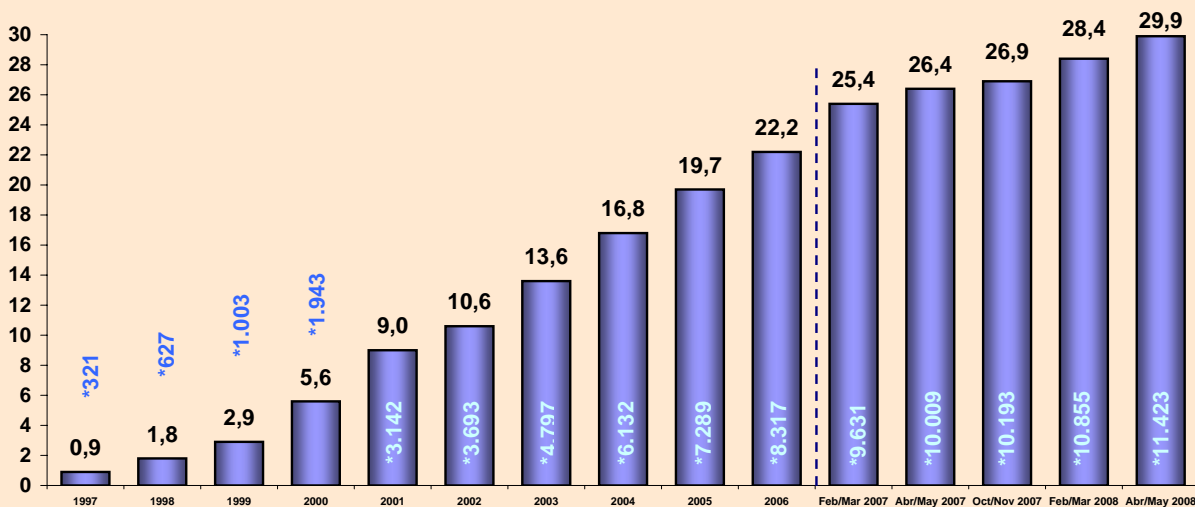
© AIMC - Fuente: EGM

## INTERNET

### EVOLUCIÓN DEL USO DE INTERNET AYER

(DATOS POR OLA)

% individuos



© AIMC - Fuente: EGM

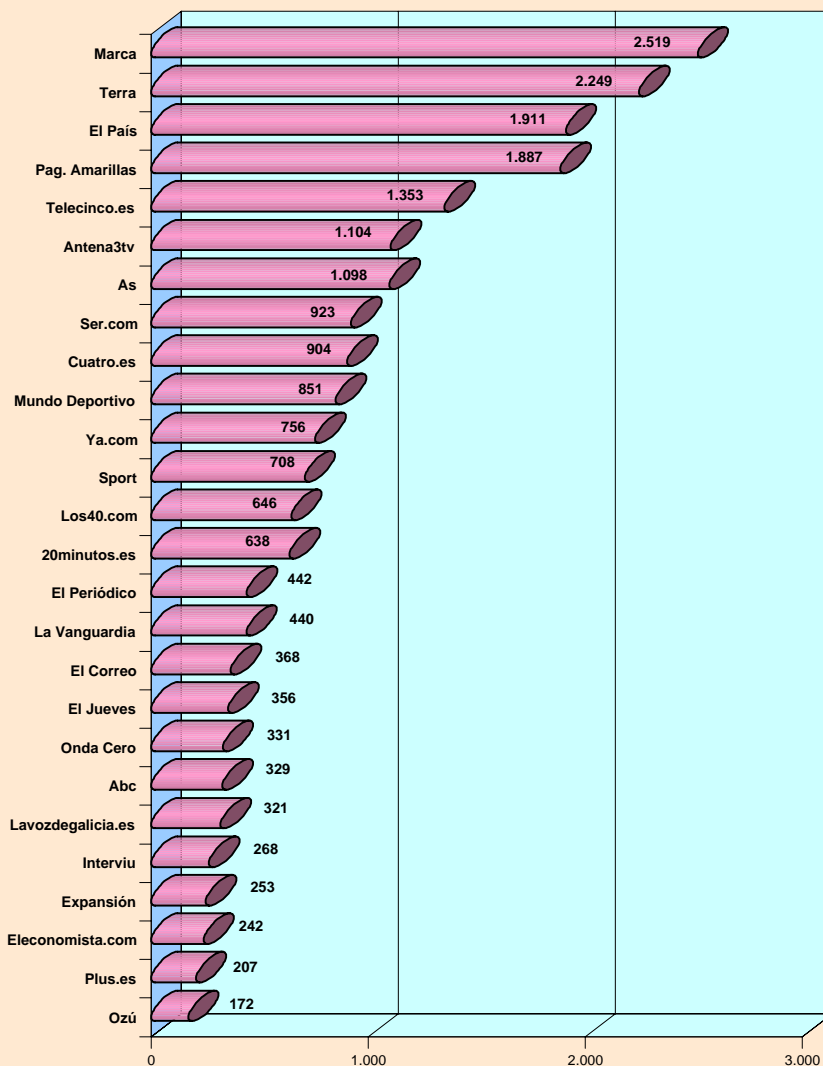
## RANKING DE SITIOS DE INTERNET



### SITIOS DE INTERNET\*

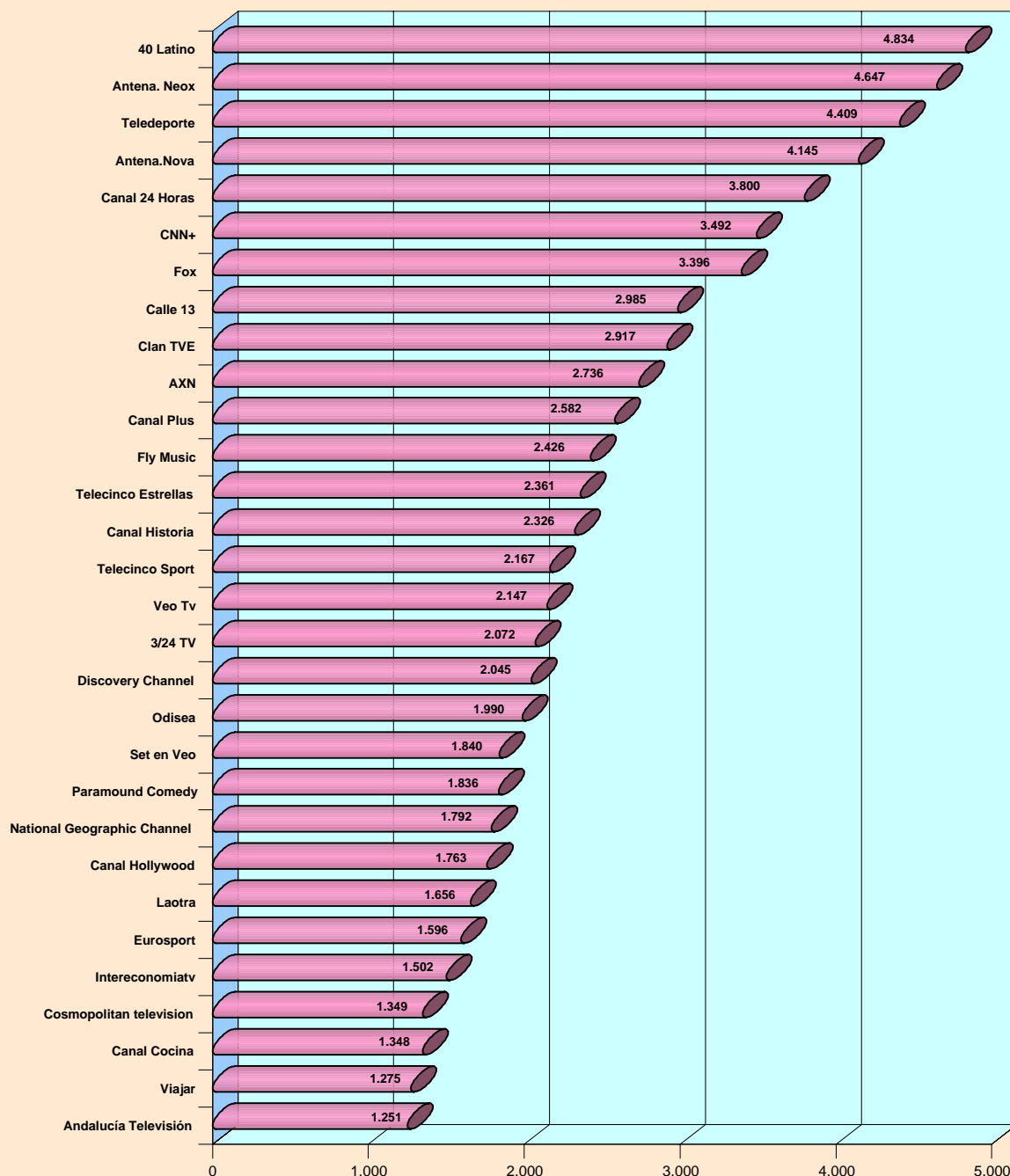
(DATOS POR OLA)

Visitantes únicos / Ult. 30 días (000)



\* NOTA: Información referida exclusivamente a los sitios controlados por el EGM

© AIMC - Fuente: EGM

**RANKING DE CANALES TEMÁTICOS**
**CANALES TEMÁTICOS\***
**Audiencia Últimos 30 días (000)**


\* NOTA: y otros canales difundidos por sistema multicanal.

© AIMC - Fuente: EGM