

INFORME DE RESULTADOS
(23 ABRIL 2019)
#ElDebateDecisivo
22:00 – 24:19 (139')

*Elaborado por DOS30' sobre datos de Kantar Media

SHARE%

48.8%

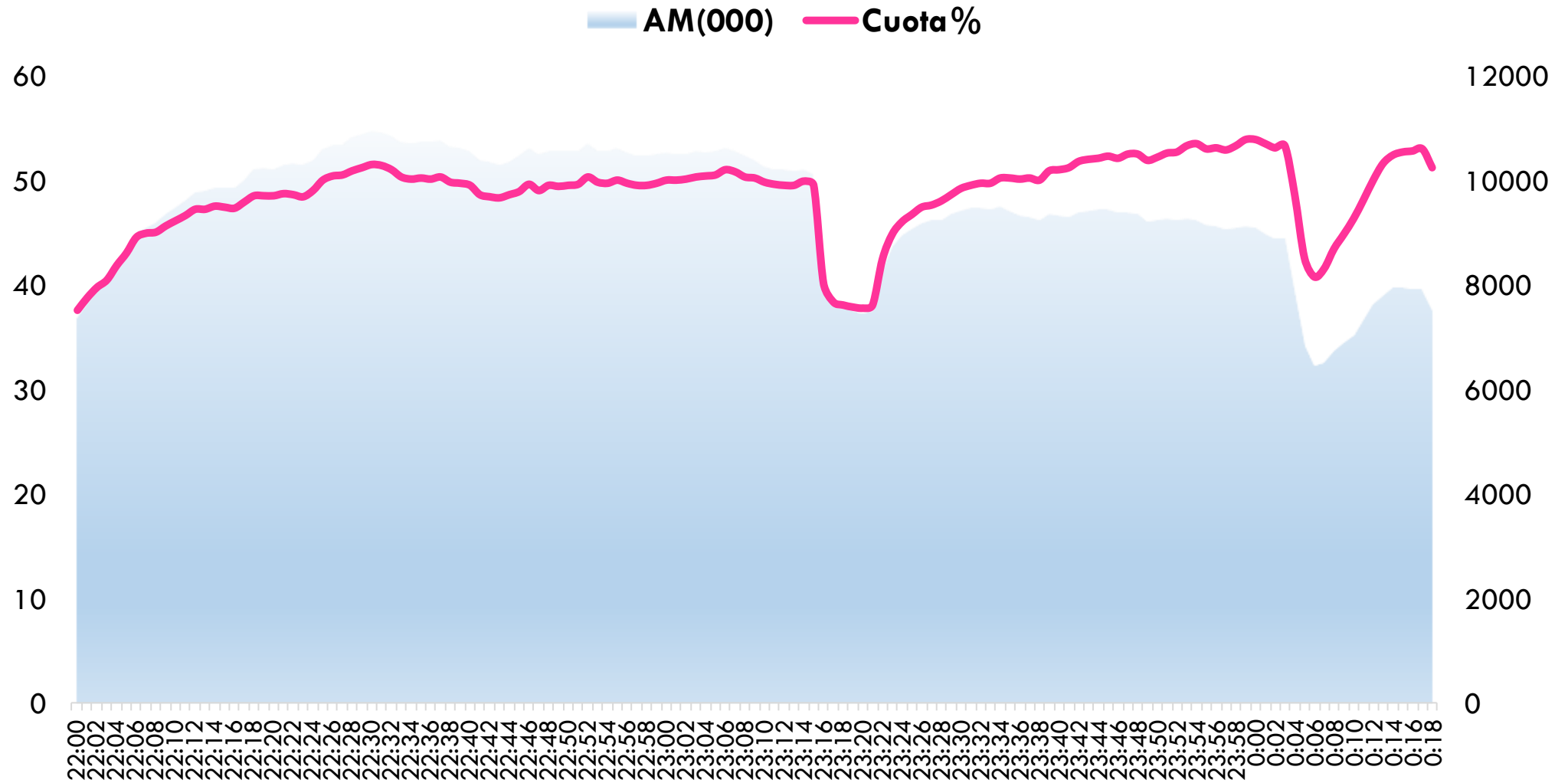
ESPECT.

9.477.000

PERFIL (Y PLUSVALÍAS) DEL PROGRAMA: A3 Y LA SEXTA

Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
Ind. 4+	48.8	9477	18535	51.1	40	164.7	100
HOMBRES	52.1	4801	9320	51.5	41.9	164.3	50.7
MUJERES	45.8	4675	9216	50.7	38.1	164.1	49.3
NIÑOS (4-12)	26.8	170	514	33.1	39.5	232.9	1.8
JÓVENES (13-24)	51.2	671	1258	53.3	55.7	183.6	7.1
ADULTOS JÓVENES (25-44)	52.3	2559	4779	53.5	49.4	172.2	27
ADULTOS (45-64)	47.1	3471	6929	50.1	39.2	153.6	36.6
MAYORES 65	49.8	2607	5056	51.6	32.4	161.7	27.5
CLASE ALTA	57.5	3442	6500	53	43.6	156.8	36.3
CLASE MEDIA	48.9	3958	7624	51.9	41	168.1	41.8
CLASE BAJA	38.9	2077	4411	47.1	33.7	159.7	21.9
TARGET COMERCIAL	54.6	3880	7204	53.9	47.8	163.6	40.9

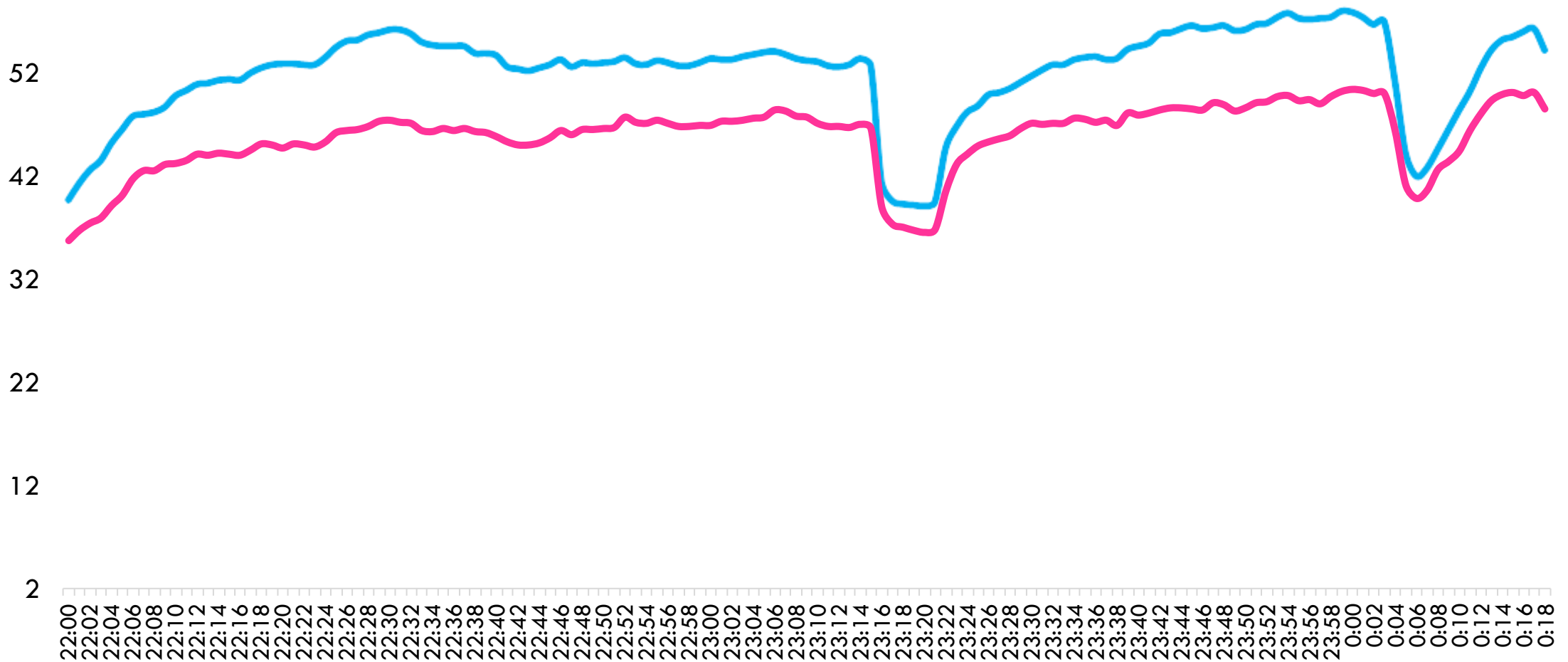
#ElDebateDecisivo / 23 Abril 2019



MINUTO A MINUTO: SEXOS A3 Y LA SEXTA

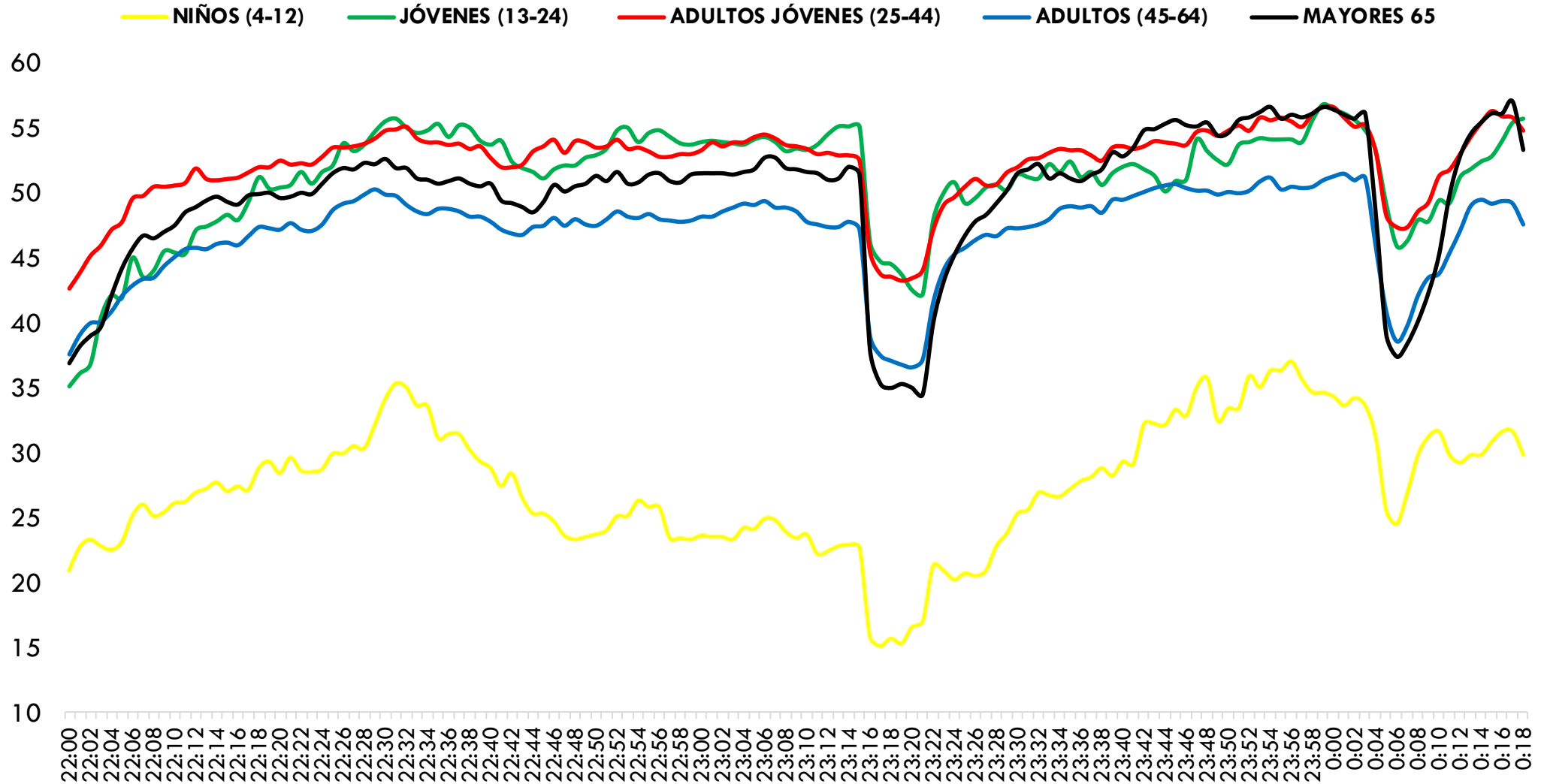
#ElDebateDecisivo - 23 Abril 2019

HOMBRES MUJERES



MINUTO A MINUTO: EDADES A3 Y LA SEXTA

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¿QUÉ CADENA LIDERÓ EN CADA TARGET?

A3 Y LA SEXTA

	DEBATE A3 Y LA SEXTA	La1	La2	T5	A3	CUATRO	LA SEXTA	AUT	TRECE	24H	ATRESERIES	BEMADtv	BOING	CLAN	DMAX	DISNEY CHANNEL	DIVINITY	DKISS	ENERGY	FDF	MEGA	NEOX	NOVA	PARAMOUNT NETWORK	REAL MADRID HD	TELEDEPORTE	TEN	TEMATICAS PAGO	GOL
Ind. 4+	48.8	7.5	2.9	5.2	27.2	3.4	21.6	4	0.7	0.2	0.9	0.5	0.3	0.7	1	0.3	1.9	0.6	2	1.7	0.7	1.2	1.7	2.3	0.1	0.3	0.5	7.6	0.7
HOMBRES	52.1	6.1	3	3.7	28.5	2.4	23.6	3.7	0.8	0.2	0.7	0.5	0.4	0.6	1.3	0.2	1	0.3	1.7	2.1	0.9	1.2	0.8	2.4	0.2	0.5	0.4	9.3	1
MUJERES	45.8	8.8	2.9	6.6	26	4.3	19.8	4.3	0.6	0.3	1	0.5	0.2	0.7	0.7	0.4	2.7	0.9	2.3	1.4	0.5	1.3	2.4	2.2	0.1	0.1	0.6	6.1	0.4
NIÑOS (4-12)	26.8	8.3	0.8	5.8	15.6	3.5	11.2	2.6	0.3	0.2	1.4	0.3	4.6	12	1.2	4.3	4.7	1.3	2.1	2.7	0.8	0.9	0.2	2.1	0.1	0.3	0	10	0.3
JÓVENES (13-24)	51.2	7.5	1.5	4.9	30.2	4.4	21	1.8	0	0	0.6	0.4	0.2	0.4	0.5	0.3	2.5	0.6	1.5	2.3	0.3	1.7	1.6	1.8	0.1	0.3	0.2	11	0.3
ADULTOS JÓVENES (25-44)	52.3	7.3	1.7	4.5	29.2	4.7	23.1	3.5	0.1	0.1	0.6	0.6	0.4	0.5	1.1	0.2	2	0.6	1.8	1.9	1.2	2.2	0.7	1.4	0	0.2	0.6	6.8	0.4
ADULTOS (45-64)	47.1	7.1	4.4	5.2	26.3	3.2	20.8	3.5	0.5	0.2	1.2	0.5	0.1	0.2	1	0.1	2	0.7	2.4	2	0.7	1.3	1.7	2.7	0.1	0.3	0.6	8	0.9
MAYORES 65	49.8	8.1	2.7	6	27.2	2.1	22.6	5.9	1.8	0.6	0.7	0.4	0	0.1	0.9	0.1	1	0.4	1.6	1	0.3	0.2	2.7	2.7	0.2	0.3	0.3	6.7	0.8
CLASE ALTA	57.5	8.6	2.5	3.8	32	2.8	25.5	3.1	0.7	0.1	0.7	0.3	0.1	0.6	0.8	0.1	1.5	0.6	1.2	1.4	0.3	1	1.2	1.2	0.1	0.2	0.3	7.1	0.3
CLASE MEDIA	48.9	6.5	3.1	5.5	26.7	3.5	22.2	4.3	0.6	0.2	0.7	0.5	0.4	0.7	1	0.4	1.5	0.6	2.2	1.6	0.9	1.1	1.1	2.2	0.2	0.3	0.5	8.7	0.8
CLASE BAJA	38.9	7.8	3.2	6.5	22.6	3.9	16.3	4.6	1	0.5	1.4	0.7	0.2	0.7	1.1	0.3	3	0.8	2.4	2.4	1	1.8	3.1	3.7	0.2	0.3	0.6	6.4	1
TARGET COMERCIAL	54.6	7.5	2.8	4.5	30.3	3.8	24.3	3.2	0.2	0.1	0.8	0.5	0.3	0.2	0.8	0.1	1.2	0.7	1.7	1.4	0.7	1.4	0.7	1.2	0.1	0.2	0.5	7.8	0.7

SHARE% POR COMUNIDADES AUTÓNOMAS: A3 Y LA SEXTA

MAD	61.1
RES	54
CYL	53.4
ARA	53.2
ESPAÑA	48.8
GAL	48.4
CLM	48.2
AND	46.3
VAL	46.1
AST	45
BAL	44.9
CAT	42.8
MUR	42
EUS	41.8
CAN	41.2