

INFORME DE RESULTADOS
(22 ABRIL 2019)
#ELDEBATEenRTVE
22:00 – 23:27 (87')

*Elaborado por DOS30' sobre datos de Kantar Media

SHARE%

43.6%

ESPECT.

8.856.000

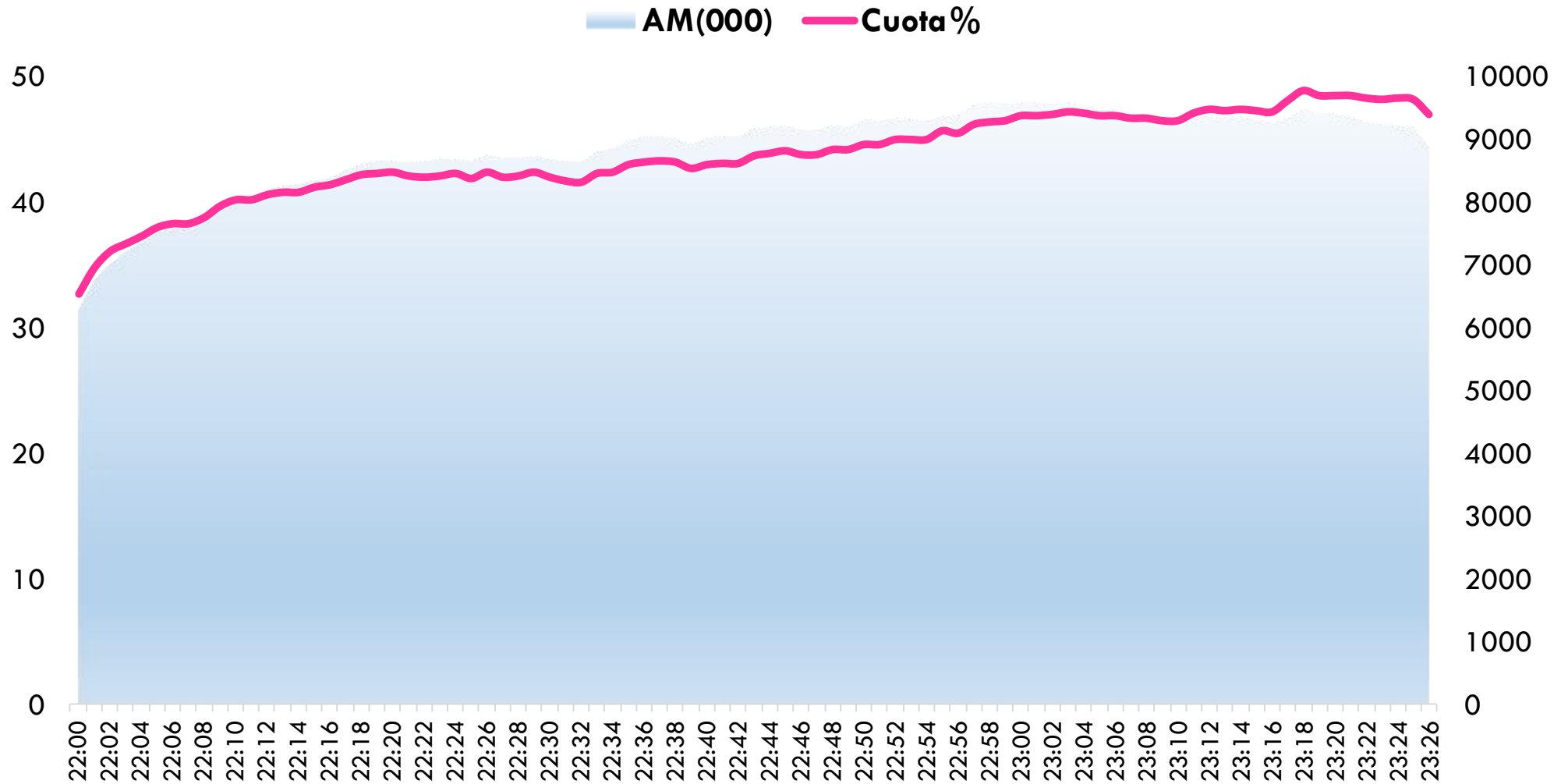
PERFIL (Y PLUSVALÍAS) DEL PROGRAMA:

LA1, 24H, TRECE, C.SUR, TELEMADRID, CMM, ARAGON TV, IB3, CSUR-AND Y TPA2

Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
Ind. 4+	43.5	8820	14923	61.9	32.4	220.8	100
HOMBRES	47.7	4568	7496	63.7	33.9	222.8	51.7
MUJERES	39.8	4250	7428	60	31	217.5	48.3
NIÑOS (4-12)	20	170	391	46.4	34.3	295.1	2
JÓVENES (13-24)	42.9	557	918	63.9	43.7	260.6	6.3
ADULTOS JÓVENES (25-44)	42.3	2037	3440	63.2	46.1	286.5	23.6
ADULTOS (45-64)	41.4	3103	5504	59.4	32.5	217.9	35.4
MAYORES 65	50.8	2952	4673	64.7	25.5	188.2	32.7
CLASE ALTA	53.4	3299	5365	64.3	38.2	231	37.4
CLASE MEDIA	41.2	3450	5989	60.2	31.3	216.4	39.1
CLASE BAJA	36.2	2072	3569	60.9	27.3	205.3	23.6
TARGET COMERCIAL	47.1	3261	5520	62.5	41.6	255.6	37.4

MINUTO A MINUTO: LA1, 24H, TRECE, C.SUR, TELEMADRID, CMM, ARAGON TV, IB3, CSUR-AND Y TPA2

#ELDEBATEenRTVE / 22 Abril 2019



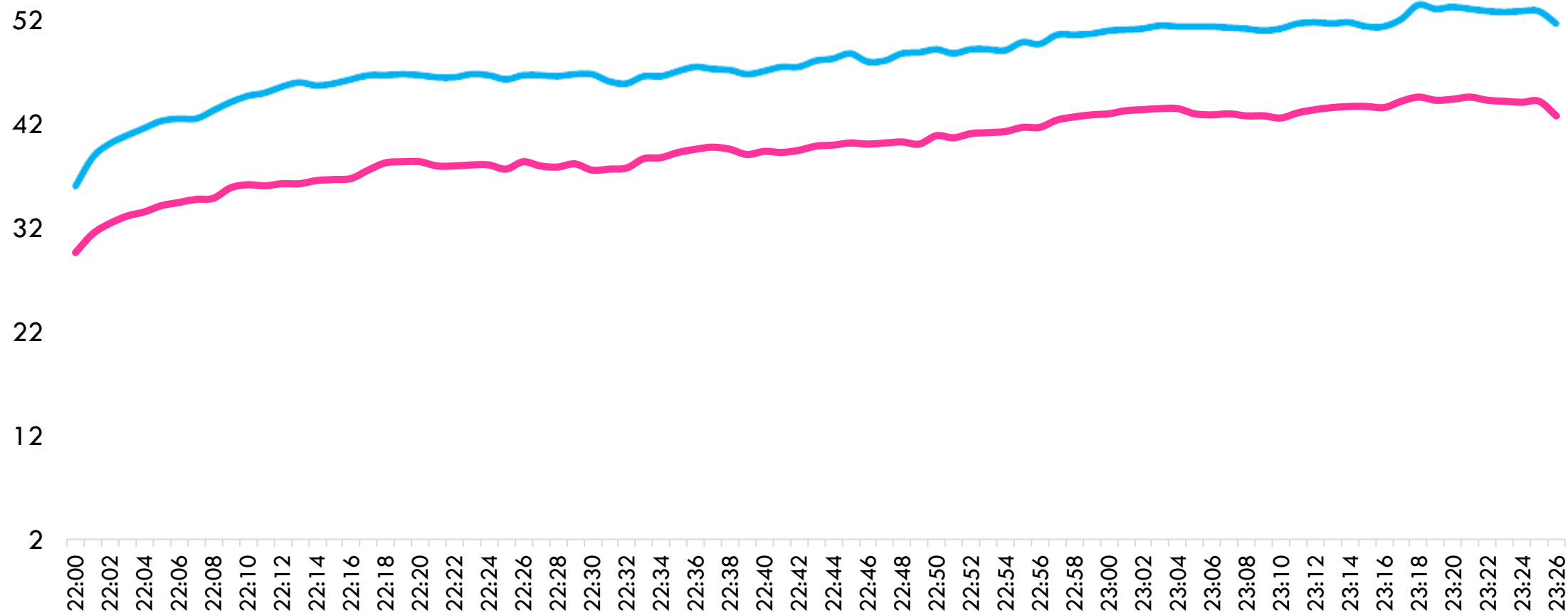
MINUTO A MINUTO: SEXOS

LA1, 24H, TRECE, C.SUR, TELEMADRID, CMM, ARAGON TV, IB3, CSUR-AND Y TPA2

DOS30'

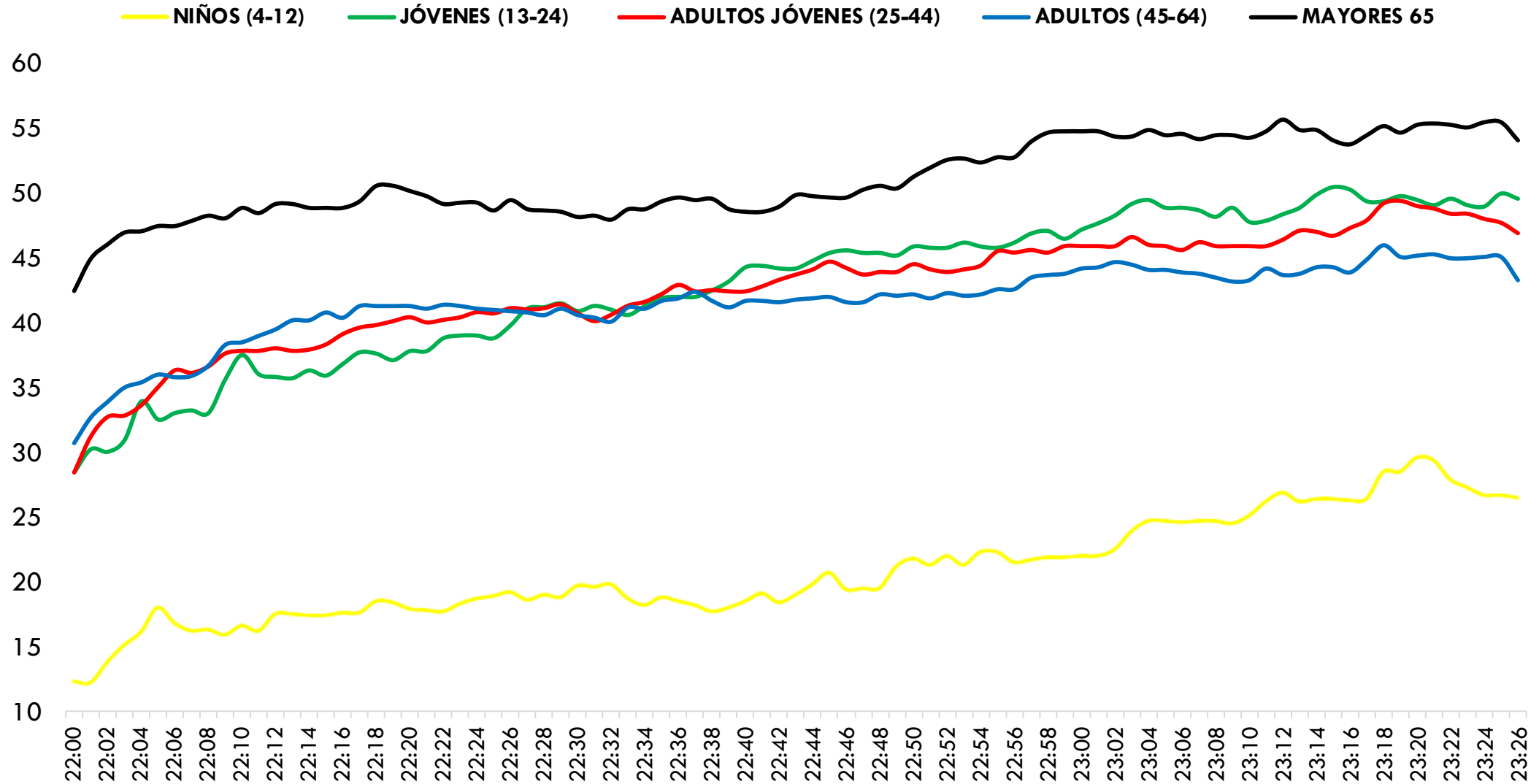
#ELDEBATEenRTV - 22 Abril 2019

HOMBRES MUJERES



MINUTO A MINUTO: EDADES LA1, 24H, TRECE, C.SUR, TELEMADRID, CMM, ARAGON TV, IB3, CSUR-AND Y TPA2

#ELDEBATEenRTVE- 22 ABRIL 2019



¿QUÉ CADENA LIDERÓ EN CADA TARGET?

LA1, 24H, TRECE, C.SUR, TELEMADRID, CMM, ARAGON TV, IB3, CSUR-AND Y TPA2

	DEBATE	La2	T5	A3	CUATRO	LA SEXTA	AUT	TRECE	24H	ATRESERIES	BEMADIV	BOING	CLAN	DMAX	DISNEY CHANNEL	DIVINITY	DKISS	ENERGY	FDF	MEGA	NEOX	NOVA	PARAMOUNT NETWORK	REAL MADRID HD	TELEPORTE	TEN	TEMATICAS PAGO	GOL
Ind. 4+	43.5	0.9	8.9	6.7	5.1	3.6	6.4	2.2	2.8	0.9	0.2	0.6	0.8	1.4	0.6	2	0.4	2.4	1.6	0.6	1.3	2.5	1.8	0.2	0.2	0.6	5.4	1.3
HOMBRES	47.7	1	6.9	5.9	4.4	4	6.4	2.7	3.5	0.6	0.2	0.7	0.9	1.8	0.4	1.2	0.2	1.8	1.7	0.7	1.5	1.5	1.6	0.3	0.3	0.3	6.1	1.7
MUJERES	39.8	0.8	10.7	7.4	5.8	3.3	6.4	1.8	2.1	1.3	0.2	0.5	0.7	1	0.7	2.7	0.5	2.9	1.5	0.5	1.1	3.4	1.9	0.1	0.1	0.9	4.8	0.9
NIÑOS (4-12)	20	0.7	11.9	8.9	2.7	3.2	3	0.8	0.8	0.7	0	5.3	11	0.7	6.2	4.6	0.5	0.7	1.3	1.1	1.2	3.3	0.7	0.1	0.1	0	7.7	1.5
JÓVENES (13-24)	42.9	1.4	10.3	7.3	4.6	3.3	3.1	2.2	1.1	0.5	0.1	2.1	0.4	0.2	0.4	2.3	0.5	1.5	3	0.3	2.2	1.4	1.4	0	0.1	0.1	6.2	1.4
ADULTOS JÓVENES (25-44)	42.3	1	7.9	6	5.8	4	4.9	1.2	2.7	0.3	0.2	0.3	0.8	2.2	0.6	2.6	0.5	2.9	2.5	0.8	2.6	1.7	1	0.1	0.1	0.6	6.1	0.7
ADULTOS (45-64)	41.4	1.1	8.1	7.4	5.8	4.3	5.9	2	2.9	1.3	0.3	0.4	0.3	1.5	0.2	2.1	0.4	3.1	1.5	0.7	0.9	2.3	2.3	0.2	0.3	0.8	5.2	1.5
MAYORES 65	50.8	0.5	10.2	5.8	4.2	2.5	9.5	3.7	3.5	1.2	0.2	0.1	0.1	0.8	0.1	0.9	0.2	1.5	0.7	0.1	0.4	3.6	2	0.4	0.2	0.5	4.7	1.3
CLASE ALTA	53.4	0.7	6	5.7	3.3	3.4	5.7	3.2	3.2	0.8	0.1	0.1	0.7	1.1	0.2	1.4	0.4	1.9	1.4	0.2	0.9	1.4	1.8	0.2	0.2	0.6	5.6	0.9
CLASE MEDIA	41.2	1	9.2	7.1	5.6	3.9	6.8	1.8	3.1	0.7	0.2	0.6	1	1.5	0.8	1.7	0.2	2.5	1.7	0.7	1.6	2.4	1.5	0.1	0.2	0.5	6	1.5
CLASE BAJA	36.2	1	11.7	7	6.3	3.6	6.5	1.7	1.9	1.4	0.4	1.1	0.6	1.5	0.6	3.1	0.5	2.7	1.7	0.6	1.2	3.9	2.1	0.3	0.3	0.7	4.4	1.4
TARGET COMERCIAL	47.1	0.8	7.5	6.6	5.1	4.2	4.5	1.9	3.1	0.5	0.2	0.2	0.6	1.7	0.4	1.5	0.4	2.4	1.7	0.7	1.7	1.2	1.2	0.1	0.2	0.7	6.2	1.1

SHARE% POR COMUNIDADES AUTÓNOMAS:

LA1, 24H, TRECE, C.SUR, TELEMADRID, CMM, ARAGON TV, IB3, CSUR-AND Y TPA2

MAD	55.7
ARA	52.3
CYL	50
CLM	49.1
MUR	48.3
GAL	45.1
ESPAÑA	43.5
RES	42
BAL	42
AND	42
VAL	39.3
AST	38.2
CAT	37
EUS	34.6
CAN	30.5