

INFORME DE RESULTADOS
#DebateEleccionesMadrid
21 ABRIL 2021
21:30 – 23:42 (132')

*Elaborado por DOS30 sobre datos de Kantar Media

SHARE%

19%

ESPECT.

3.325.000

RESULTADOS DEL DEBATE POR CADENAS: LA1, LA SEXTA, 24H, TRECE, TELEMADRID Y LAOTRA

EN ESPAÑA

CADENAS	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%
LA SEXTA	7.7	1344	4330	31	24.8	110.9
LA1	6.8	1186	5044	23.5	20.8	92.9
TRECE	1.7	302	1159	26.1	19.5	86.8
TELEMADRID	1.6	274	632	43.4	39.4	176
24H	0.9	159	611	26	27.8	124.2
LAOTRA	0.3	60	132	45.5	49.5	221

EN LA COMUNIDAD DE MADRID

CADENAS	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%
LA SEXTA	12.6	316	772	40.9	31.3	131.3
LA1	9.9	247	775	31.9	26.5	111.2
TRECE	1	26	163	16.1	15.5	65.2
TELEMADRID	10	251	603	41.7	37.8	158.6
24H	0.5	13	29	44.4	21.9	92.1
LAOTRA	2.3	57	126	44.8	50.3	211.3

PERFIL (Y PLUSVALÍAS) DEL PROGRAMA: LA1, LA SEXTA, 24H, TRECE, TELEMADRID Y LAOTRA

DOS30'

Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
Ind. 4+	19	3325	11908	27.9	23.7	105.6	100
HOMBRES	23	1864	6294	29.6	25.2	109.3	56.1
MUJERES	15.4	1460	5613	26	21.9	100.3	43.9
NIÑOS (4-12)	10.9	70	348	19.9	27.4	128.6	2.1
JÓVENES (13-24)	13.5	114	533	21.5	28.5	110.4	3.4
ADULTOS JÓVENES (25-44)	16.1	576	2230	25.8	29.3	116.1	17.3
ADULTOS (45-64)	17.7	1204	4531	26.6	23	100.1	36.2
MAYORES 65	23.8	1361	4266	31.9	22	109.1	40.9
CLASE ALTA	22.7	1282	4455	28.8	28	110.7	38.6
CLASE MEDIA	17.4	1254	4552	27.6	22.8	103.8	37.7
CLASE BAJA	16.6	787	2903	27.1	19.8	97.8	23.7
TARGET COMERCIAL	19.6	1146	4077	28.1	28.1	112.3	34.5

¿QUIÉN LIDERÓ EN CADA TARGET?

LA1, LA SEXTA, 24H, TRECE, TELEMADRID Y LAOTRA

	DEBATE TOTAL CADENAS	La1	La2	T5	A3	CUATRO	LA SEXTA	TELEMADRID	LAOTRA	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+	19	6.8	2.8	20	14	4.9	7.7	1.6	0.3	1.7	0.9	1.3	0.4	0.4	0.8	0.9	0.3	1.4	0.6	1.9	1.6	1.2	1.1	2.4	1.6	0.5	0.2	0.4	11	1.8
HOMBRES	23	7.8	2.7	15	12	4.9	9.7	1.7	0.4	2.2	1.2	0.9	0.4	0.6	0.9	1.3	0.2	0.7	0.3	1.8	2	1.6	1	1.2	1.7	0.7	0.4	0.4	14	2.9
MUJERES	15	5.8	2.8	25	15	4.9	5.9	1.5	0.3	1.3	0.6	1.6	0.4	0.3	0.8	0.7	0.4	2	0.9	2	1.3	0.9	1.1	3.4	1.5	0.4	0.1	0.5	8.1	0.9
NIÑOS (4-12)	11	3.7	1.4	16	13	3.4	4.3	1.5	0	1	0.4	0	0.2	6.9	11	0.4	5.3	0.3	0.3	0.9	1.5	1.2	0.5	2	0.4	0.1	0	0.2	15	1.8
JÓVENES (13-24)	14	4.1	3	23	13	5	7	1.7	0.1	0.2	0.4	1.6	1.1	0.7	1.3	0.6	0.3	0.8	0.3	2.1	4.4	1.2	1.6	2.7	0.6	0.8	0.4	1.1	12	2
ADULTOS JÓVENES (25-44)	16	5.3	1.7	26	12	4.5	7.4	1.6	0.5	0.6	0.7	1.1	0.4	0.5	1.2	1	0.5	0.7	0.7	2	1.9	0.8	2.8	1.3	1.2	0.4	0.1	0.2	12	1.6
ADULTOS (45-64)	18	6.1	3.1	20	15	5.9	8	1.2	0.3	1.2	0.9	1.4	0.5	0.2	0.3	1.1	0.1	1.5	0.7	2.3	1.6	1.6	0.9	2.1	2	0.4	0.3	0.6	11	1.7
MAYORES 65	24	9.2	3.2	17	14	4	7.9	1.9	0.3	3.3	1.2	1.4	0.2	0	0.1	0.9	0.1	2	0.6	1.6	1.1	1	0.2	3.6	1.7	0.7	0.2	0.4	8.4	2.1
CLASE ALTA	23	7.5	2.9	18	13	4.7	10	2.1	0.4	1.8	0.9	0.7	0.5	0.4	0.5	0.6	0.2	0.6	0.3	1.6	0.9	0.7	1	1.8	1.5	0.6	0.2	0.5	13	1.7
CLASE MEDIA	17	6.4	2.1	22	14	5	7.1	1.3	0.4	1.3	0.9	1.8	0.4	0.3	0.9	1.3	0.5	1.5	0.6	1.9	1.8	1.2	1.1	2	1.4	0.2	0.2	0.3	11	1.6
CLASE BAJA	17	6.4	3.7	20	14	4.9	5.7	1.3	0.2	2.2	0.8	1.3	0.3	0.7	1.2	0.9	0.2	2.2	0.9	2.4	2.2	1.8	1	3.8	2	0.8	0.3	0.6	6.8	2.3
TARGET COMERCIAL	20	6.3	2	25	12	5.1	9.2	1.9	0.5	1	0.7	1.4	0.5	0.2	0.5	0.9	0.3	0.8	0.4	1.6	1.6	0.8	1.5	1.2	1.2	0.3	0.2	0.4	13	1.6

SHARE% POR COMUNIDADES AUTÓNOMAS: LA1, LA SEXTA, 24H, TRECE, TELEMADRID Y LAOTRA

MAD	36.3
CYL	26
BAL	21.6
CLM	21
ARA	20.3
ESPAÑA	19
AST	17.9
GAL	17.2
MUR	16.2
EUS	15.4
VAL	15.1
CAN	15
AND	12.6
CAT	11.5