

## Distribución de audiencias por edad según recuerdo publicitario

| Edad               | 14-19 | 19-24 | 25-34 | 35-44 | 45-54 | 54-65 | 65+   |
|--------------------|-------|-------|-------|-------|-------|-------|-------|
| <b>Televisión</b>  | 36% ↓ | 34% ↓ | 34% ↑ | 31% ↓ | 35% ↑ | 37% ↓ | 43% ↑ |
| <b>Exterior</b>    | 28% ↓ | 28% ↓ | 30% ↑ | 32% ↑ | 30% ↑ | 30% ↑ | 30% ↓ |
| <b>Prensa</b>      | 20% ↑ | 23% ↑ | 20% ↓ | 18% ↑ | 15% ↓ | 13% ↑ | 7% ↓  |
| <b>Internet</b>    | 4% ↑  | 3% ↓  | 4% ↓  | 5% ↓  | 6% ↑  | 5% ↑  | 4% ↓  |
| <b>Radio</b>       | 5% ↓  | 5% ↑  | 5% ↓  | 6% ↑  | 5% ↓  | 5% ↓  | 6% ↓  |
| <b>Revistas</b>    | 2% ↑  | 2% ↑  | 3% ↑  | 4% ↓  | 5% ↓  | 6% ↑  | 7% ↑  |
| <b>Dominicales</b> | 5% ↑  | 4% ↑  | 4% →  | 2% ↑  | 2% ↓  | 1% ↑  | 1% ↓  |
| <b>Cine</b>        | 0% ↓  | 1% ↑  | 1% ↑  | 1% ↑  | 2% ↑  | 2% ↑  | 2% ↑  |

Fuente: Imop marzo 2018

## Distribución de audiencias por edad según recuerdo publicitario

| Edad               | 14-19 | 19-24 | 25-34 | 35-44 | 45-54 | 54-65 | 65+   |
|--------------------|-------|-------|-------|-------|-------|-------|-------|
| <b>Televisión</b>  | 38% ↑ | 33% ↓ | 33% ↓ | 32% ↑ | 35% ↓ | 37% ↓ | 42% ↓ |
| <b>Exterior</b>    | 4% ↓  | 5% ↑  | 5% ↓  | 5% ↓  | 7% ↑  | 6% ↑  | 6% ↑  |
| <b>Prensa</b>      | 3% ↓  | 4% ↑  | 4% ↑  | 5% ↑  | 6% ↓  | 5% ↑  | 5% ↑  |
| <b>Internet</b>    | 1% ↓  | 2% ↓  | 3% ↑  | 5% ↑  | 5% ↓  | 6% ↓  | 6% ↓  |
| <b>Radio</b>       | 20% ↓ | 22% ↓ | 21% ↑ | 18% ↓ | 15% ↓ | 11% ↓ | 6% ↓  |
| <b>Revistas</b>    | 29% ↑ | 30% ↑ | 31% ↑ | 30% ↓ | 29% ↓ | 33% ↑ | 33% ↑ |
| <b>Dominicales</b> | 0% ↑  | 0% ↓  | 0% ↓  | 1% ↑  | 2% ↑  | 1% ↓  | 2% ↓  |
| <b>Cine</b>        | 5% ↑  | 5% ↑  | 3% ↓  | 2% ↑  | 2% ↑  | 1% ↓  | 1% ↓  |

Fuente: Imop abril 2018

## Distribución de audiencias por edad según recuerdo publicitario

| Edad               | 14-19 | 19-24 | 25-34 | 35-44 | 45-54 | 54-65 | 65+   |
|--------------------|-------|-------|-------|-------|-------|-------|-------|
| <b>Televisión</b>  | 38% ↓ | 34% ↑ | 33% ↓ | 33% ↑ | 38% ↑ | 39% ↑ | 43% ↑ |
| <b>Revistas</b>    | 6% ↑  | 4% ↓  | 4% ↓  | 6% ↑  | 5% ↓  | 6% ↑  | 6% ↓  |
| <b>Radio</b>       | 3% ↑  | 4% ↑  | 4% ↑  | 5% ↓  | 5% ↓  | 5% ↓  | 4% ↓  |
| <b>Prensa</b>      | 2% ↑  | 1% ↓  | 2% ↓  | 4% ↓  | 4% ↓  | 6% ↑  | 8% ↑  |
| <b>Internet</b>    | 19% ↓ | 22% ↑ | 23% ↑ | 17% ↓ | 16% ↑ | 12% ↑ | 6% ↑  |
| <b>Exterior</b>    | 28% ↓ | 30% ↓ | 30% ↓ | 31% ↑ | 29% ↓ | 28% ↓ | 30% ↓ |
| <b>Dominicales</b> | 0% ↑  | 0% ↓  | 0% ↑  | 1% ↓  | 1% ↓  | 1% ↓  | 2% ↑  |
| <b>Cine</b>        | 4% ↓  | 5% ↓  | 3% ↑  | 2% ↓  | 2% ↓  | 1% ↑  | 1% ↑  |

Fuente: Imop mayo 2018

## Distribución de audiencias por edad según recuerdo publicitario

| Edad               | 14-19 | 19-24 | 25-34 | 35-44 | 45-54 | 54-65 | 65+   |
|--------------------|-------|-------|-------|-------|-------|-------|-------|
| <b>Televisión</b>  | 36% ↓ | 34% ↑ | 33% ↑ | 33% ↓ | 37% ↓ | 38% ↓ | 43% ↓ |
| <b>Revistas</b>    | 4% ↓  | 3% ↓  | 4% ↑  | 5% ↓  | 6% ↑  | 5% ↓  | 5% ↓  |
| <b>Radio</b>       | 3% ↓  | 3% ↓  | 5% ↑  | 6% ↑  | 5% ↑  | 5% ↓  | 5% ↑  |
| <b>Prensa</b>      | 2% ↓  | 3% ↑  | 2% ↑  | 4% ↓  | 4% ↑  | 5% ↓  | 7% ↓  |
| <b>Internet</b>    | 20% ↑ | 21% ↓ | 20% ↓ | 19% ↑ | 16% ↑ | 10% ↓ | 7% ↑  |
| <b>Exterior</b>    | 28% ↓ | 31% ↑ | 31% ↑ | 30% ↓ | 27% ↓ | 33% ↑ | 31% ↑ |
| <b>Dominicales</b> | 0% ↑  | 0% ↑  | 1% ↑  | 2% ↑  | 1% ↓  | 2% ↑  | 2% ↓  |
| <b>Cine</b>        | 6% ↑  | 4% ↓  | 3% ↓  | 2% ↑  | 2% ↓  | 1% ↑  | 1% ↓  |

Fuente: Imop junio 2018

## Distribución de audiencias por edad según recuerdo publicitario

| Edad               | 14-19 | 19-24 | 25-34 | 35-44 | 45-54 | 54-65 | 65+   |
|--------------------|-------|-------|-------|-------|-------|-------|-------|
| <b>Televisión</b>  | 36% ↓ | 33% ↓ | 32% ↓ | 32% ↓ | 35% ↓ | 39% ↑ | 42% ↓ |
| <b>Revistas</b>    | 5% ↑  | 4% ↑  | 4% ↓  | 5% ↓  | 5% ↓  | 5% ↑  | 6% ↑  |
| <b>Radio</b>       | 3% ↓  | 4% ↑  | 5% ↓  | 6% ↑  | 5% ↓  | 4% ↓  | 6% ↑  |
| <b>Prensa</b>      | 1% ↓  | 2% ↓  | 3% ↑  | 4% ↑  | 6% ↑  | 5% ↑  | 7% ↓  |
| <b>Internet</b>    | 22% ↑ | 21% ↓ | 21% ↑ | 18% ↓ | 17% ↑ | 14% ↑ | 7% ↑  |
| <b>Exterior</b>    | 28% ↑ | 31% ↑ | 31% ↓ | 32% ↑ | 29% ↑ | 30% ↓ | 31% → |
| <b>Dominicales</b> | 1% ↑  | 0% ↑  | 1% ↑  | 1% ↓  | 1% ↓  | 1% ↓  | 1% ↓  |
| <b>Cine</b>        | 5% ↓  | 4% ↓  | 3% ↑  | 3% ↑  | 2% ↑  | 1% ↓  | 1% ↓  |

Fuente: Imop julio 2018

## Distribución de audiencias por edad según recuerdo publicitario

| Edad        | 14-19 | 19-24 | 25-34 | 35-44 | 45-54 | 54-65 | 65+   |
|-------------|-------|-------|-------|-------|-------|-------|-------|
| Televisión  | 36% ↓ | 33% ↓ | 30% ↓ | 30% ↓ | 32% ↓ | 34% ↓ | 40% ↓ |
| Revistas    | 6% ↑  | 3% ↓  | 6% ↑  | 5% ↑  | 5% ↑  | 6% ↑  | 5% ↓  |
| Radio       | 3% ↑  | 3% ↓  | 4% ↓  | 5% ↓  | 5% ↑  | 5% ↑  | 4% ↓  |
| Prensa      | 2% ↑  | 2% ↓  | 2% ↓  | 3% ↓  | 4% ↓  | 6% ↑  | 6% ↓  |
| Internet    | 23% ↑ | 24% ↑ | 20% ↓ | 21% ↑ | 18% ↑ | 14% ↑ | 8% ↑  |
| Exterior    | 27% ↓ | 29% ↓ | 32% ↑ | 32% ↑ | 32% ↑ | 32% ↑ | 34% ↑ |
| Dominicales | 0% ↓  | 1% ↑  | 1% ↑  | 1% ↓  | 1% ↑  | 2% ↑  | 2% ↑  |
| Cine        | 4% ↓  | 5% ↑  | 4% ↑  | 3% ↑  | 2% ↓  | 1% ↑  | 1% ↑  |

Fuente: Imop agosto 2018

## Distribución de audiencias por edad según recuerdo publicitario

| Edad               | 14-19 | 19-24 | 25-34 | 35-44 | 45-54 | 54-65 | 65+   |
|--------------------|-------|-------|-------|-------|-------|-------|-------|
| <b>Televisión</b>  | 34% ↓ | 32% ↓ | 31% ↑ | 31% ↑ | 34% ↑ | 37% ↑ | 40% ↑ |
| <b>Revistas</b>    | 6% ↑  | 3% ↓  | 6% ↓  | 6% ↑  | 6% ↑  | 7% ↑  | 6% ↑  |
| <b>Radio</b>       | 3% ↑  | 4% ↑  | 5% ↑  | 5% ↑  | 6% ↑  | 4% ↓  | 5% ↑  |
| <b>Prensa</b>      | 1% ↓  | 2% ↑  | 4% ↑  | 4% ↑  | 5% ↑  | 5% ↓  | 8% ↑  |
| <b>Internet</b>    | 20% ↓ | 21% ↓ | 20% ↓ | 20% ↓ | 17% ↓ | 12% ↓ | 7% ↓  |
| <b>Exterior</b>    | 30% ↑ | 33% ↑ | 30% ↓ | 31% ↓ | 30% ↓ | 31% ↓ | 32% ↓ |
| <b>Dominicales</b> | 0% ↓  | 1% ↓  | 1% ↑  | 1% ↑  | 1% ↓  | 2% ↑  | 2% ↓  |
| <b>Cine</b>        | 5% ↑  | 4% ↓  | 4% ↑  | 3% ↓  | 1% ↓  | 1% ↑  | 1% ↑  |

Fuente: Imop septiembre 2018

## Distribución de audiencias por edad según recuerdo publicitario

|                    | Edad 14-19 | 19-24 | 25-34 | 35-44 | 45-54 | 54-65 | 65+   |
|--------------------|------------|-------|-------|-------|-------|-------|-------|
| <b>Televisión</b>  | 88% ↓      | 88% ↑ | 80% ↓ | 82% ↑ | 76% ↓ | 74% ↑ | 59% ↓ |
| <b>Revistas</b>    | 25% ↓      | 28% ↑ | 27% ↓ | 24% ↓ | 25% ↓ | 17% ↓ | 13% ↓ |
| <b>Radio</b>       | 24% ↓      | 28% ↑ | 32% ↑ | 31% ↓ | 27% ↓ | 20% ↓ | 13% ↓ |
| <b>Prensa</b>      | 10% ↑      | 18% ↑ | 16% ↓ | 19% ↓ | 21% ↓ | 19% ↓ | 14% ↓ |
| <b>Internet</b>    | 82% ↑      | 85% ↑ | 78% ↑ | 68% ↓ | 53% ↓ | 39% ↑ | 10% ↓ |
| <b>Exterior</b>    | 87% ↓      | 91% ↑ | 86% ↓ | 82% ↓ | 74% ↓ | 66% ↓ | 48% ↓ |
| <b>Dominicales</b> | 3% ↑       | 5% ↑  | 6% ↓  | 6% ↓  | 8% ↑  | 7% ↓  | 5% ↓  |
| <b>Cine</b>        | 38% ↓      | 40% ↑ | 28% ↓ | 18% ↓ | 13% ↑ | 8% ↓  | 3% ↑  |

Fuente: Imop octubre 2018



## Distribución de audiencias por edad según recuerdo publicitario

|                    | Edad 14-19 |   | 19-24 |   | 25-34 |   | 35-44 |   | 45-54 |   | 54-65 |   | 65+ |   |
|--------------------|------------|---|-------|---|-------|---|-------|---|-------|---|-------|---|-----|---|
| <b>Televisión</b>  | 88%        | ↑ | 82%   | ↓ | 82%   | ↑ | 77%   | ↓ | 76%   | ↓ | 76%   | ↑ | 63% | ↑ |
| <b>Revistas</b>    | 22%        | ↓ | 23%   | ↓ | 22%   | ↓ | 22%   | ↓ | 17%   | ↓ | 17%   | ↓ | 10% | ↓ |
| <b>Radio</b>       | 21%        | ↓ | 24%   | ↓ | 30%   | ↓ | 32%   | ↑ | 30%   | ↑ | 20%   | ↑ | 15% | ↑ |
| <b>Prensa</b>      | 14%        | ↑ | 12%   | ↓ | 14%   | ↓ | 20%   | ↑ | 16%   | ↓ | 19%   | ↓ | 15% | ↑ |
| <b>Internet</b>    | 82%        | ↓ | 77%   | ↓ | 77%   | ↓ | 68%   | ↓ | 52%   | ↓ | 37%   | ↓ | 14% | ↑ |
| <b>Exterior</b>    | 84%        | ↓ | 80%   | ↓ | 81%   | ↓ | 80%   | ↓ | 71%   | ↓ | 66%   | ↓ | 48% | ↑ |
| <b>Dominicales</b> | 4%         | ↑ | 6%    | ↑ | 4%    | ↓ | 7%    | ↑ | 7%    | ↓ | 5%    | ↓ | 4%  | ↓ |
| <b>Cine</b>        | 34%        | ↓ | 31%   | ↓ | 26%   | ↓ | 16%   | ↓ | 11%   | ↓ | 5%    | ↓ | 4%  | ↑ |

Fuente: Imop noviembre 2018