

ESTUDIO DE AUDIENCIA DE MEDIOS. EUSKADI ACUMULADO DEL 2010

TELEVISIÓN

TOTAL INDIVIDUOS (AUDIENCIA DÍA DE AYER DE TELEVISIÓN)

Valores poblacionales (en miles)

| | AUDIENCIA DÍA DE AYER DE TELEVISIÓN | | | | | | | | | | | | | |
|--------------------------------------|-------------------------------------|-----------|-------|-------|-------|--------------|-----------------|------------|----------------------|-------------|------|-------|-----------------|----|
| | TO TAL TV | Tele 5 | Etb2 | Tve 1 | TDT | Ante na 3 | La Sex ta | Cua tro | Can- ales Pago | Tv local | Etb1 | Tve 2 | Ha mai ka | |
| Entrevistas | 6.614 | 5.493 | 1.679 | 1.558 | 1.467 | 1.210 | 1.085 | 936 | 764 | 703 | 528 | 560 | 290 | 34 |
| POBLACIÓN (000) | 1.907 | 1.582 | 513 | 443 | 431 | 344 | 308 | 252 | 228 | 208 | 166 | 161 | 84 | 12 |
| S E X O | | | | | | | | | | | | | | |
| Hombre | 926 | 756 | 171 | 210 | 188 | 174 | 120 | 157 | 114 | 117 | 84 | 99 | 40 | 7 |
| Mujer | 980 | 825 | 342 | 233 | 243 | 170 | 188 | 96 | 113 | 90 | 82 | 62 | 45 | 5 |
| E D A D | | | | | | | | | | | | | | |
| 14 a 19 | 104 | 86 | 21 | 10 | 10 | 28 | 31 | 19 | 16 | 9 | 4 | 6 | 1 | 1 |
| 20 a 24 | 109 | 82 | 31 | 14 | 12 | 20 | 16 | 15 | 20 | 12 | 3 | 4 | 0 | 0 |
| 25 a 34 | 330 | 265 | 94 | 58 | 55 | 61 | 47 | 56 | 55 | 38 | 22 | 22 | 7 | 3 |
| 35 a 44 | 357 | 289 | 87 | 81 | 68 | 74 | 52 | 55 | 45 | 39 | 27 | 26 | 9 | 2 |
| 45 a 54 | 325 | 270 | 70 | 82 | 77 | 55 | 56 | 46 | 39 | 41 | 25 | 27 | 14 | 2 |
| 55 a 64 | 272 | 234 | 79 | 74 | 76 | 50 | 43 | 29 | 26 | 33 | 29 | 27 | 19 | 1 |
| Más de 64 | 409 | 357 | 132 | 122 | 133 | 55 | 62 | 31 | 26 | 36 | 55 | 48 | 34 | 2 |
| ROL FAMILIAR | | | | | | | | | | | | | | |
| Ama de casa | 1.048 | 881 | 320 | 270 | 259 | 180 | 179 | 121 | 114 | 110 | 101 | 82 | 53 | 6 |
| Sustentad.ppal. | 907 | 752 | 198 | 227 | 208 | 162 | 123 | 130 | 102 | 108 | 88 | 90 | 47 | 6 |
| Otra situación | 397 | 315 | 96 | 62 | 62 | 80 | 71 | 66 | 59 | 40 | 24 | 29 | 10 | 3 |
| CLASE SOCIAL | | | | | | | | | | | | | | |
| Alta | 108 | 90 | 23 | 18 | 28 | 21 | 15 | 25 | 17 | 16 | 7 | 6 | 4 | 0 |
| Media alta | 413 | 327 | 98 | 90 | 80 | 79 | 57 | 61 | 58 | 47 | 21 | 30 | 14 | 3 |
| Media media | 614 | 502 | 148 | 135 | 127 | 119 | 102 | 87 | 89 | 69 | 53 | 50 | 23 | 5 |
| Media baja | 609 | 525 | 193 | 154 | 151 | 106 | 106 | 68 | 56 | 63 | 64 | 57 | 34 | 3 |
| Baja | 163 | 137 | 52 | 45 | 46 | 19 | 27 | 12 | 8 | 12 | 21 | 17 | 10 | 1 |
| PROVINCIA | | | | | | | | | | | | | | |
| Álava | 275 | 225 | 65 | 56 | 65 | 57 | 50 | 37 | 35 | 21 | 16 | 14 | 12 | 1 |
| Gipuzkoa | 614 | 510 | 159 | 152 | 120 | 97 | 90 | 71 | 74 | 73 | 57 | 87 | 28 | 2 |
| Bizkaia | 1.018 | 847 | 290 | 235 | 246 | 189 | 167 | 144 | 119 | 114 | 93 | 60 | 44 | 9 |
| H Á B I T A T | | | | | | | | | | | | | | |
| Menos 5.000 | 204 | 165 | 46 | 57 | 36 | 40 | 31 | 24 | 18 | 25 | 11 | 26 | 8 | 1 |
| 5.000 a 10.000 | 172 | 144 | 44 | 50 | 37 | 25 | 28 | 17 | 20 | 22 | 12 | 23 | 7 | 1 |
| 10.000 a 50.000 | 638 | 528 | 178 | 155 | 137 | 106 | 92 | 80 | 72 | 65 | 54 | 67 | 29 | 1 |
| Mas de 50.000 | 211 | 173 | 55 | 42 | 51 | 37 | 38 | 34 | 26 | 24 | 20 | 12 | 9 | 1 |
| Capital | 681 | 572 | 190 | 139 | 171 | 136 | 119 | 97 | 91 | 71 | 69 | 33 | 31 | 8 |
| SITUACIÓN RESPECTO AL EUSKERA | | | | | | | | | | | | | | |
| Lo entiende | 461 | 382 | 119 | 114 | 102 | 91 | 78 | 66 | 56 | 56 | 47 | 23 | 21 | 2 |
| Lo habla | 84 | 69 | 21 | 24 | 14 | 11 | 12 | 11 | 10 | 11 | 7 | 9 | 4 | 0 |
| Habla y lee | 75 | 62 | 23 | 21 | 16 | 17 | 8 | 10 | 14 | 8 | 10 | 10 | 4 | 0 |
| Habla/lee/escr. | 550 | 446 | 128 | 134 | 75 | 100 | 74 | 77 | 72 | 56 | 41 | 91 | 18 | 6 |
| No lo entiende | 736 | 622 | 223 | 150 | 224 | 125 | 136 | 89 | 76 | 76 | 61 | 28 | 37 | 2 |
| NIVEL DE ESTUDIOS | | | | | | | | | | | | | | |
| Menos primarios | 131 | 113 | 48 | 35 | 34 | 20 | 26 | 10 | 12 | 14 | 15 | 15 | 10 | 1 |
| Primarios | 343 | 295 | 116 | 90 | 102 | 46 | 60 | 29 | 25 | 33 | 41 | 31 | 20 | 1 |
| Bach.elem./Fp | 397 | 339 | 110 | 90 | 85 | 85 | 84 | 57 | 47 | 40 | 39 | 32 | 17 | 3 |
| Bach.super./Bup | 491 | 411 | 117 | 114 | 100 | 94 | 69 | 75 | 67 | 66 | 38 | 41 | 15 | 4 |
| Universitarios | 544 | 423 | 123 | 114 | 111 | 100 | 69 | 81 | 77 | 55 | 33 | 41 | 22 | 2 |