

AUDIPRESS

2014/I-II

DATI DI SCENARIO

29 settembre 2014

SESSO

Valori
assoluti in
'000

%
composizione

ETÀ

Valori
assoluti in
'000

%
composizione

QUOTIDIANI

LETTORI GIORNO MEDIO

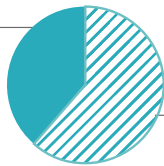
19.351

LETTORI

DONNE

38,5%

7.441



UOMINI

61,5%

11.910

24,2%

37,5%

38,3%



14-34

35-54

55 e oltre

SETTIMANALI

LETTORI ULTIMI 7 GIORNI

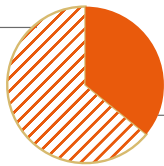
17.850

LETTORI

DONNE

63,9%

11.405



UOMINI

36,1%

6.444

24,5%

35,9%

39,6%



14-34

35-54

55 e oltre

MENSILI

LETTORI ULTIMI 30 GIORNI

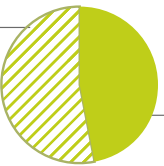
16.950

LETTORI

DONNE

52,9%

8.975



UOMINI

47,1%

7.975

32,1%

40,7%

27,2%



14-34

35-54

55 e oltre

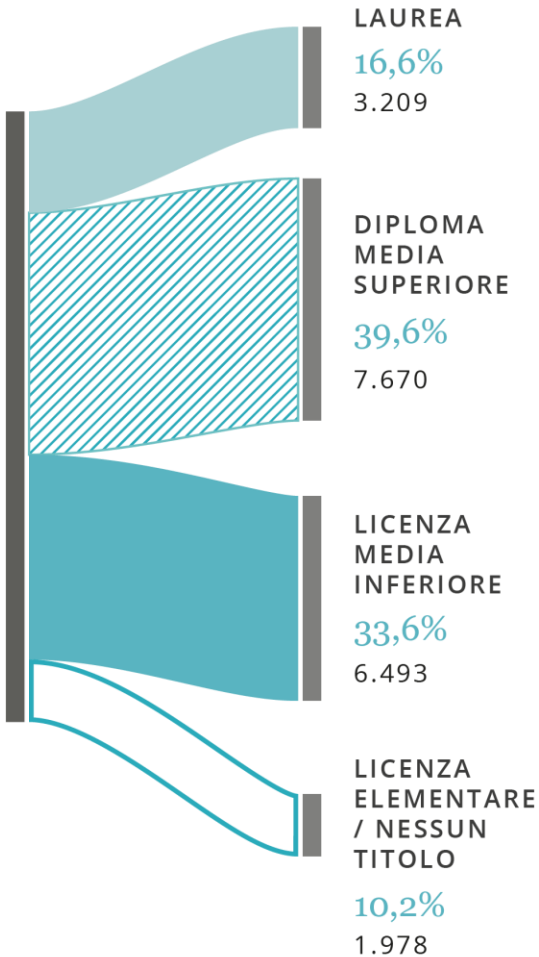
TITOLO
DI
STUDIO

Valori
assoluti in
'000

%
composizione

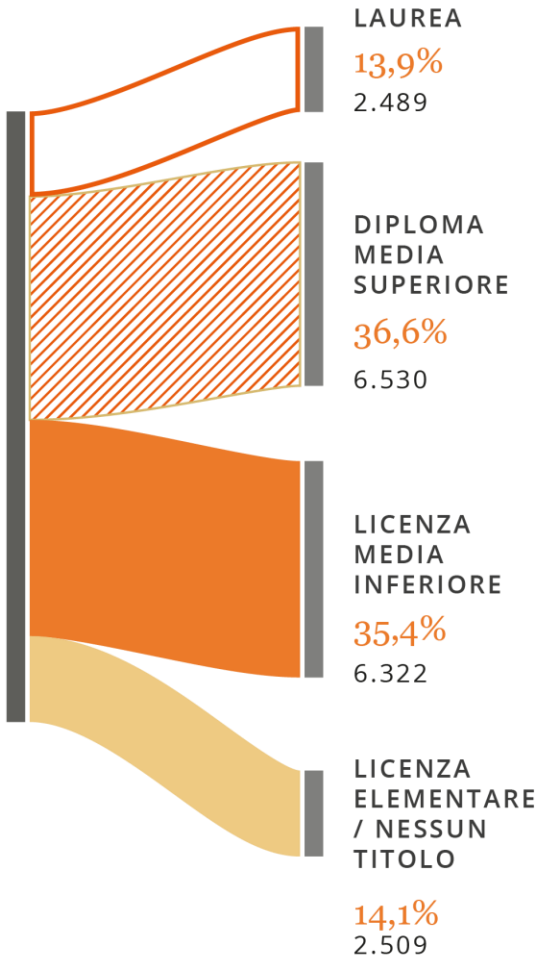
QUOTIDIANI

LETTORI GIORNO MEDIO



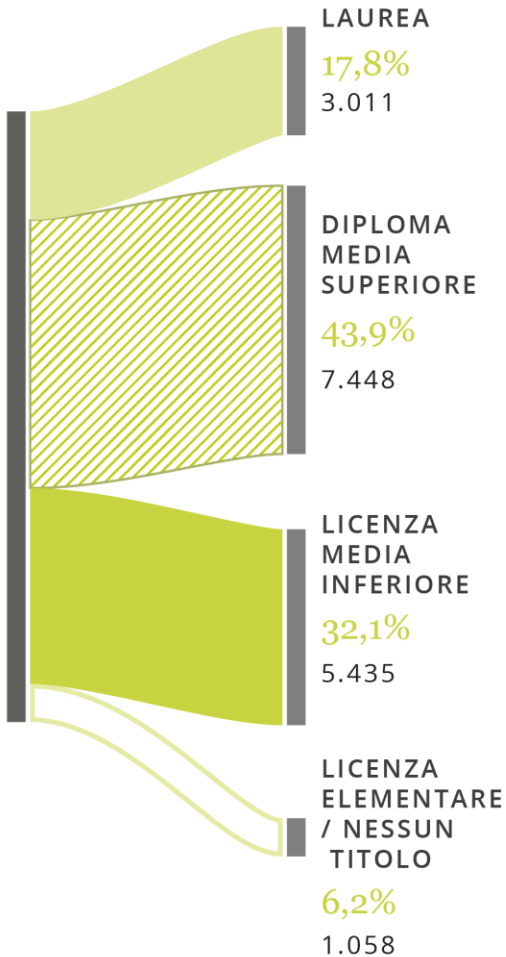
SETTIMANALI

LETTORI ULTIMI 7 GIORNI



MENSILI

LETTORI ULTIMI 30 GIORNI



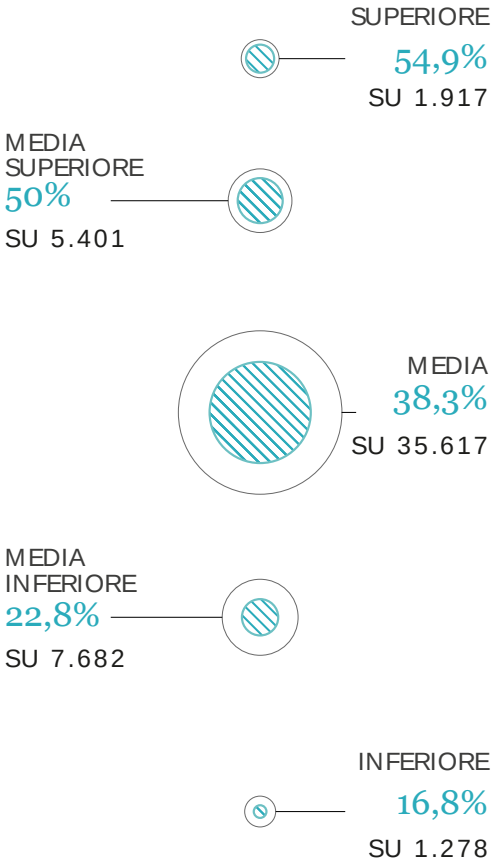
CLASSE
SOCIALE

Valori
assoluti in
'000

%
penetrazione

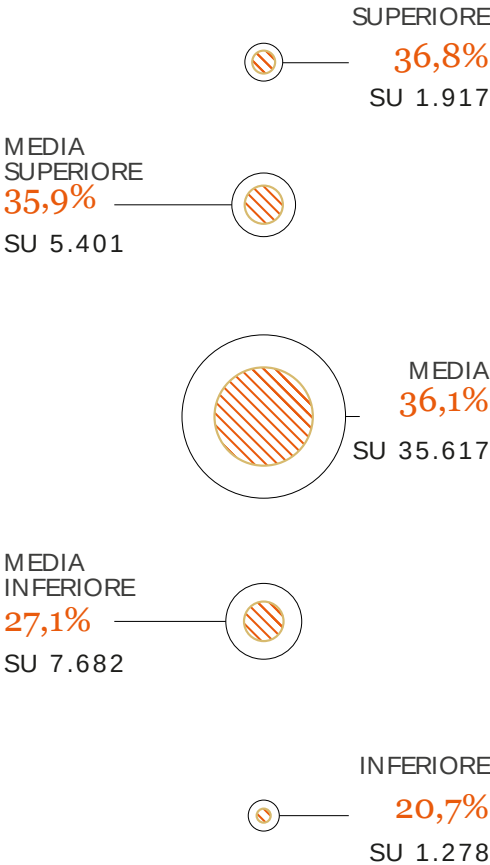
QUOTIDIANI

LETTORI GIORNO MEDIO



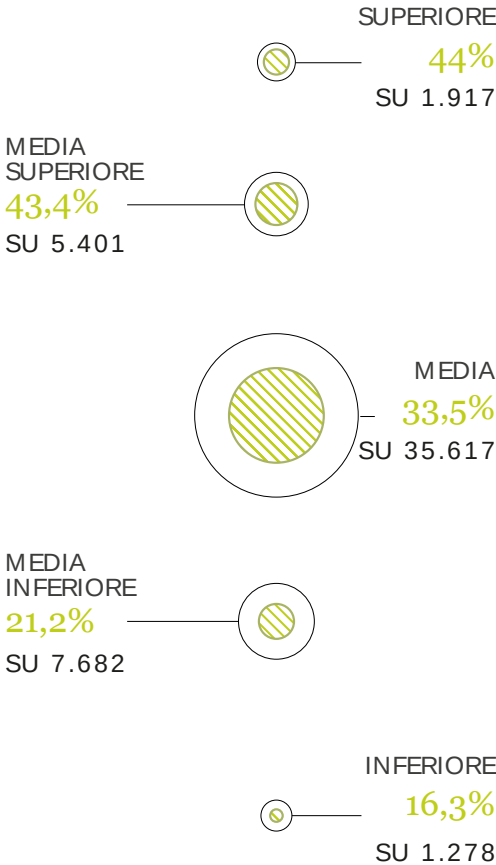
SETTIMANALI

LETTORI ULTIMI 7 GIORNI



MENSILI

LETTORI ULTIMI 30 GIORNI

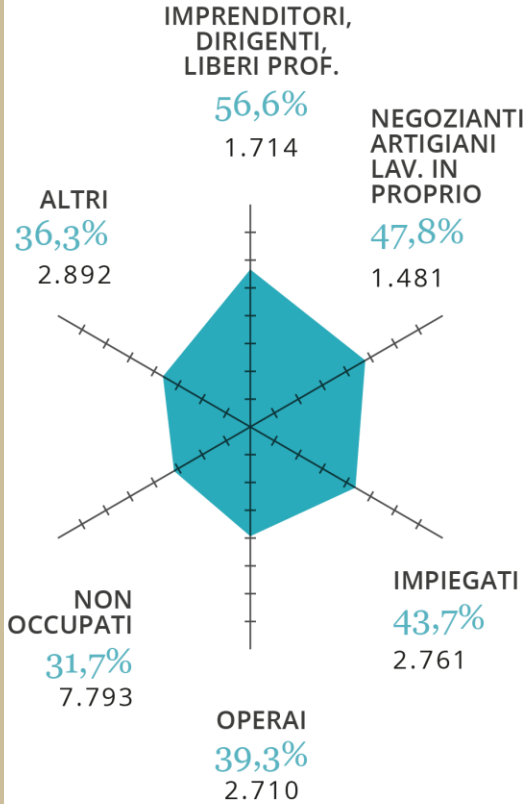


QUOTIDIANI

LETTORI GIORNO MEDIO

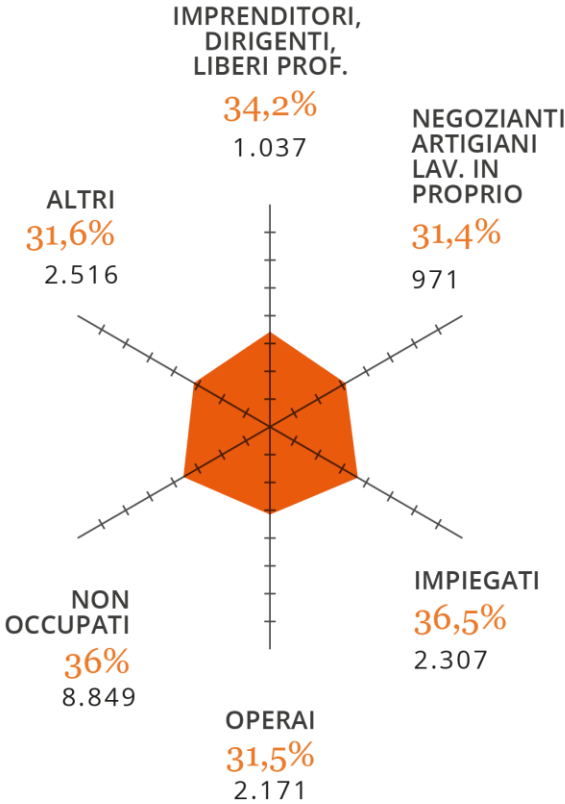
PROFESSIONE

Valori
assoluti in
'000
%
penetrazione



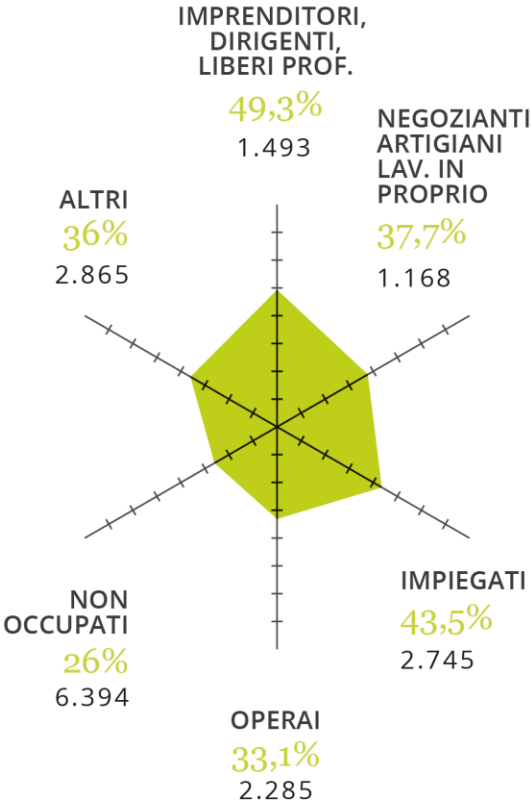
SETTIMANALI

LETTORI ULTIMI 7 GIORNI



MENSILI

LETTORI ULTIMI 30 GIORNI

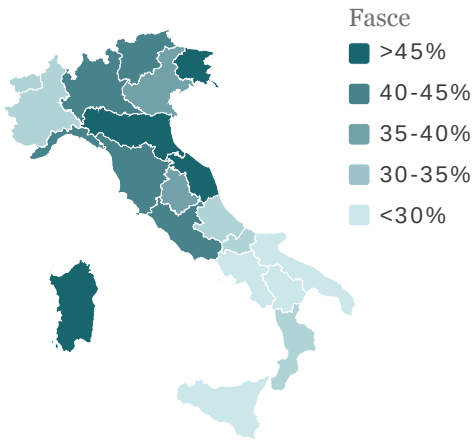


REGIONE

%
penetrazione

QUOTIDIANI

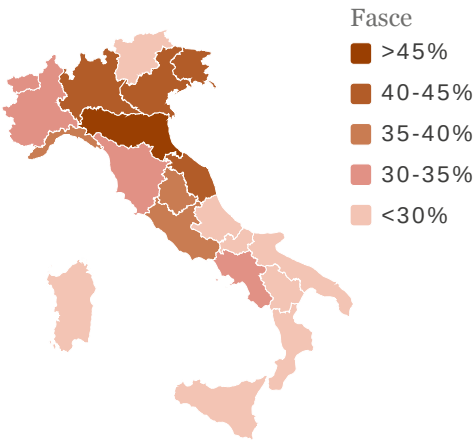
LETTORI GIORNO MEDIO



55%	FRIULI VENEZIA GIULIA
52,4%	EMILIA ROMAGNA
46,2%	SARDEGNA
45,8%	MARCHE
43,7%	LIGURIA
42,8%	TRENTINO ALTO ADIGE
41,8%	LOMBARDIA
41,4%	TOSCANA
41,1%	LAZIO
37,1%	UMBRIA
36,1%	VENETO
34,7%	PIEMONTE E VALLE D'AOSTA
34,6%	ABRUZZO E MOLISE
30,2%	CALABRIA
29,6%	BASILICATA
27,1%	PUGLIA
26,7%	CAMPANIA
23%	SICILIA

SETTIMANALI

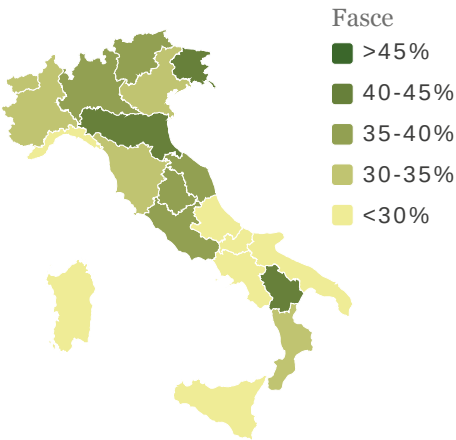
LETTORI ULTIMI 7 GIORNI



46,7%	EMILIA ROMAGNA
43,2%	LOMBARDIA
40,5%	FRIULI VENEZIA GIULIA
40,4%	MARCHE
40,2%	VENETO
38%	LIGURIA
37%	UMBRIA
35,2%	LAZIO
32,9%	PIEMONTE E VALLE D'AOSTA
32%	CAMPANIA
31,6%	TOSCANA
29,1%	ABRUZZO E MOLISE
28,1%	BASILICATA
27,6%	SARDEGNA
27,4%	CALABRIA
22,7%	PUGLIA
22,5%	TRENTINO ALTO ADIGE
20,2%	SICILIA

MENSILI

LETTORI ULTIMI 30 GIORNI



43,7%	EMILIA ROMAGNA
42,1%	BASILICATA
40,5%	FRIULI VENEZIA GIULIA
39,4%	LOMBARDIA
38,2%	MARCHE
36,6%	TRENTINO ALTO ADIGE
36,1%	LAZIO
35,3%	UMBRIA
34,4%	VENETO
32,6%	CALABRIA
31,1%	TOSCANA
30,5%	PIEMONTE E VALLE D'AOSTA
29,9%	ABRUZZO E MOLISE
28,3%	LIGURIA
26,8%	PUGLIA
26,7%	CAMPANIA
22,4%	SARDEGNA
18,3%	SICILIA