

# AUDIPRESS

2014/III

**DATI DI SCENARIO**

2 marzo 2015

**SESSO**

Valori  
assoluti in  
'000

%  
composizione

**ETÀ**

%  
composizione

## QUOTIDIANI

LETTORI GIORNO MEDIO

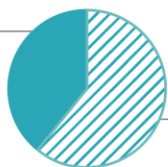
19.387

LETTORI

DONNE

38,9%

7.550



UOMINI

61,1%

11.836

23,8%

36,6%

39,6%



14-34

35-54

55 e oltre

## SETTIMANALI

LETTORI ULTIMI 7 GIORNI

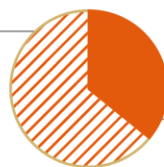
18.149

LETTORI

DONNE

64%

11.622



UOMINI

36%

6.527

24,1%

35,4%

40,5%



14-34

35-54

55 e oltre

## MENSILI

LETTORI ULTIMI 30 GIORNI

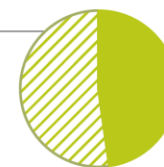
16.545

LETTORI

DONNE

52,2%

8.643



UOMINI

47,8%

7.902

32,3%

40,3%

27,4%



14-34

35-54

55 e oltre

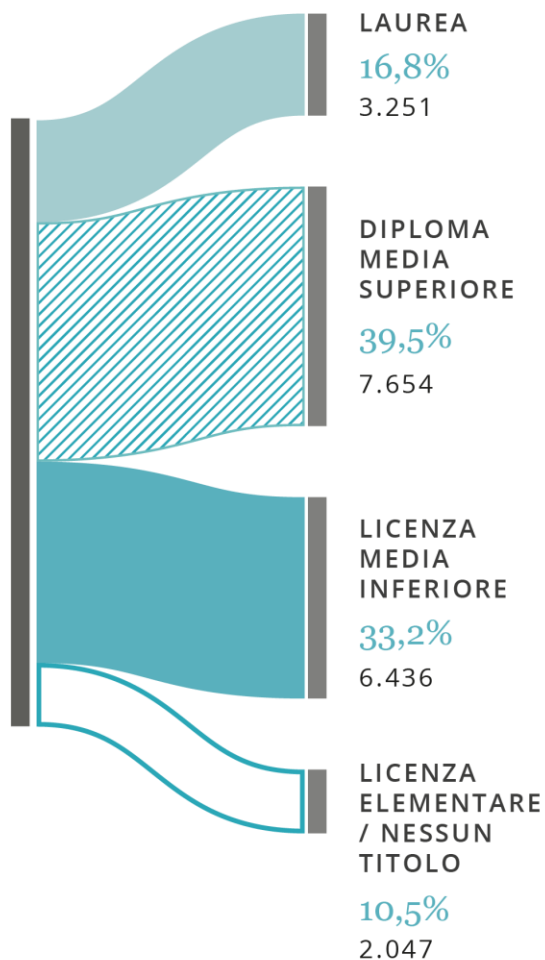
TITOLO  
DI  
STUDIO

Valori  
assoluti in  
'000

%  
composizione

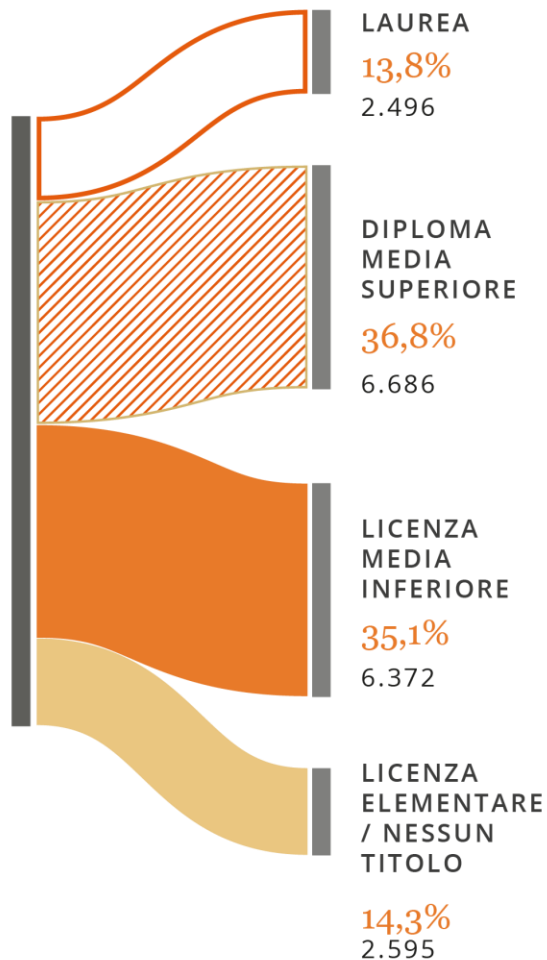
## QUOTIDIANI

LETTORI GIORNO MEDIO



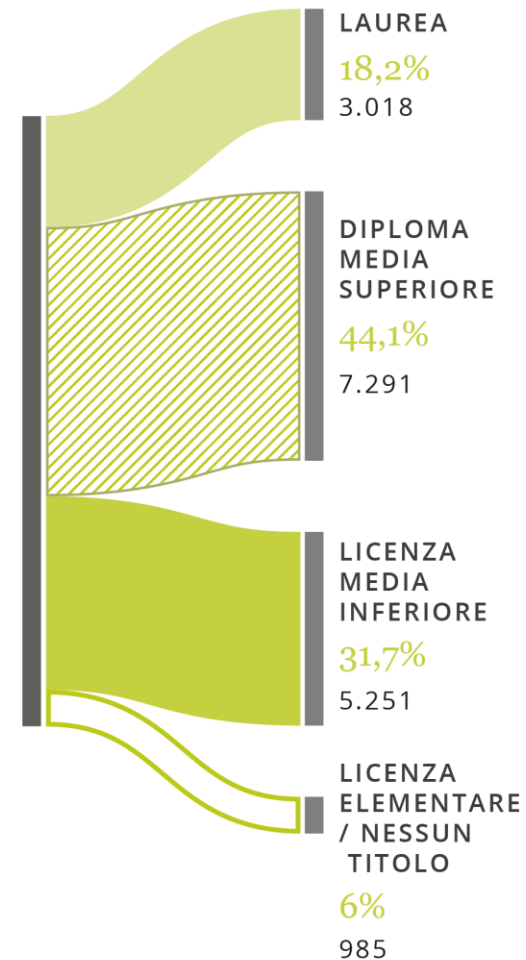
## SETTIMANALI

LETTORI ULTIMI 7 GIORNI



## MENSILI

LETTORI ULTIMI 30 GIORNI



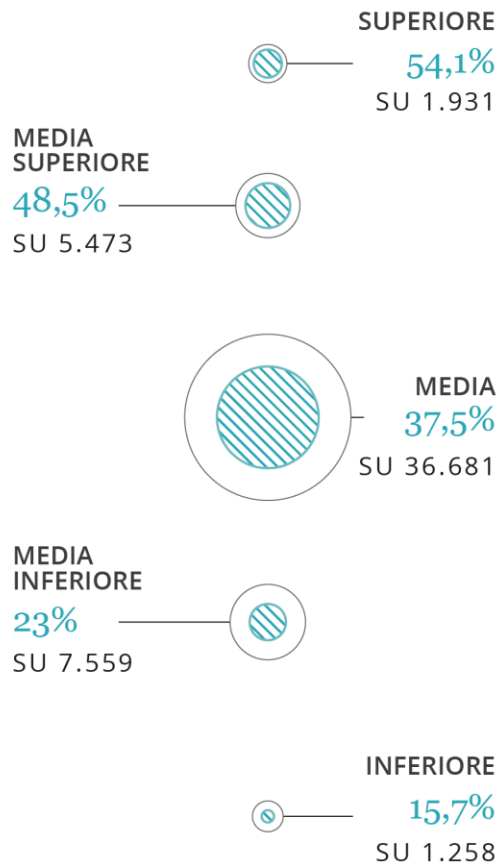
CLASSE  
SOCIALE

Valori  
assoluti in  
'000

%  
penetrazione

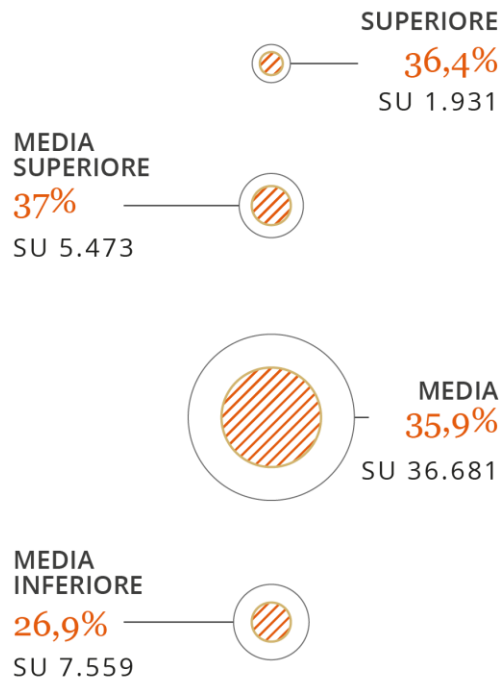
## QUOTIDIANI

LETTORI GIORNO MEDIO



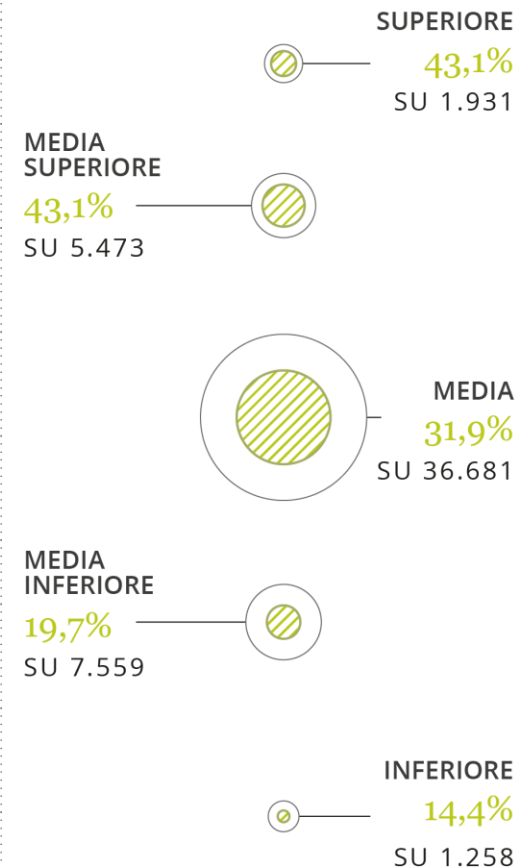
## SETTIMANALI

LETTORI ULTIMI 7 GIORNI



## MENSILI

LETTORI ULTIMI 30 GIORNI



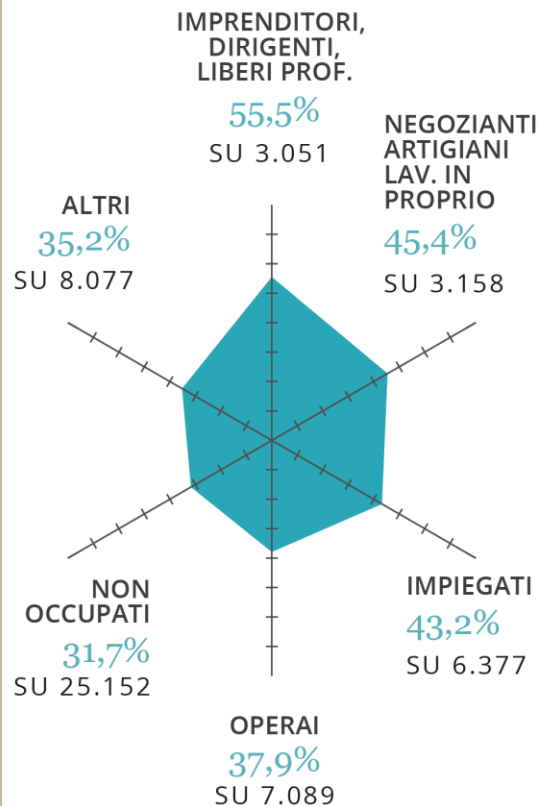
## QUOTIDIANI

LETTORI GIORNO MEDIO

### PROFESSIONE

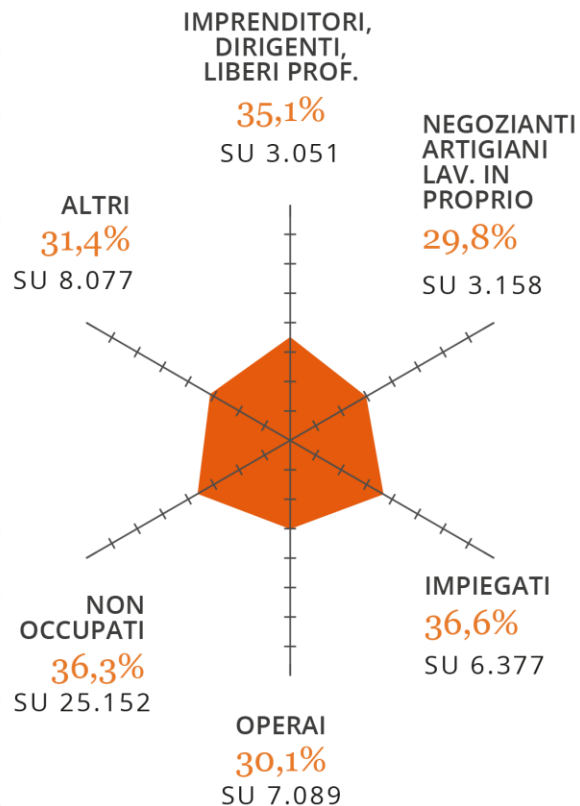
Valori  
assoluti in  
'000

%  
penetrazione



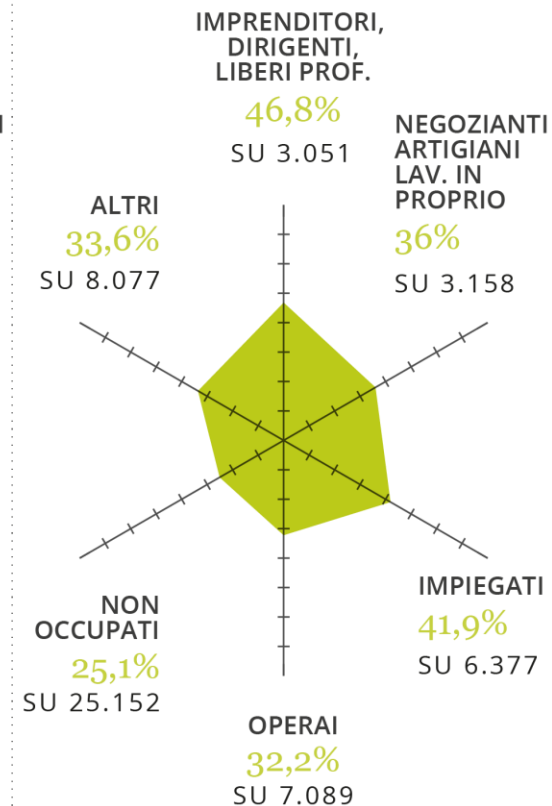
## SETTIMANALI

LETTORI ULTIMI 7 GIORNI



## MENSILI

LETTORI ULTIMI 30 GIORNI

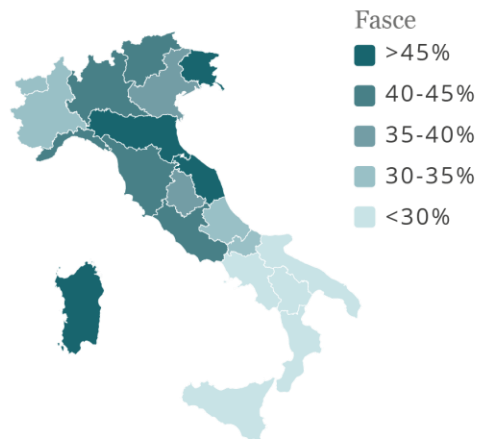


REGIONE

%  
penetrazione

## QUOTIDIANI

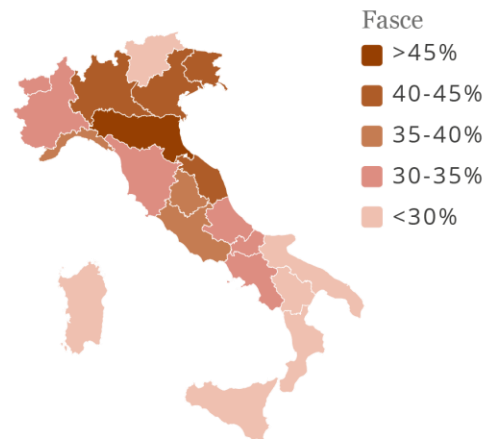
LETTORI GIORNO MEDIO



32,4%	PIEMONTE e VALLE D'AOSTA
40,5%	LIGURIA
41,7%	LOMBARDIA
41,9%	TRENTINO ALTO ADIGE
37,7%	VENETO
54,2%	FRIULI VENEZIA GIULIA
50,1%	EMILIA ROMAGNA
41,3%	TOSCANA
45,3%	MARCHE
37,0%	UMBRIA
40,8%	LAZIO
34,8%	ABRUZZO E MOLISE
27,4%	CAMPANIA
24,5%	PUGLIA
26,7%	BASILICATA e CALABRIA
22,5%	SICILIA
47,1%	SARDEGNA

## SETTIMANALI

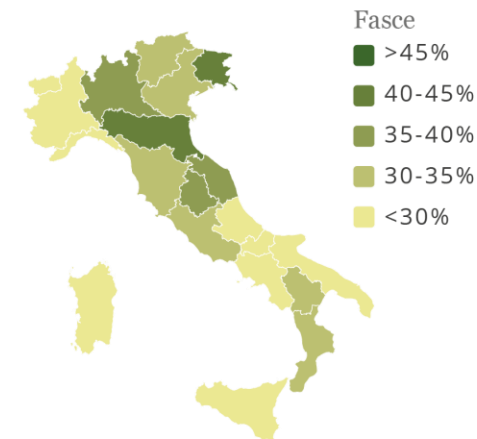
LETTORI ULTIMI 7 GIORNI



32,5%	PIEMONTE e VALLE D'AOSTA
35,5%	LIGURIA
41,7%	LOMBARDIA
20,9%	TRENTINO ALTO ADIGE
40,4%	VENETO
40,8%	FRIULI VENEZIA GIULIA
46,6%	EMILIA ROMAGNA
32,7%	TOSCANA
40,0%	MARCHE
35,7%	UMBRIA
35,1%	LAZIO
30,5%	ABRUZZO E MOLISE
34,3%	CAMPANIA
22,3%	PUGLIA
27,4%	BASILICATA e CALABRIA
20,6%	SICILIA
27,2%	SARDEGNA

## MENSILI

LETTORI ULTIMI 30 GIORNI



27,9%	PIEMONTE e VALLE D'AOSTA
25,3%	LIGURIA
37,4%	LOMBARDIA
30,0%	TRENTINO ALTO ADIGE
31,8%	VENETO
40,3%	FRIULI VENEZIA GIULIA
43,2%	EMILIA ROMAGNA
31,3%	TOSCANA
36,6%	MARCHE
35,7%	UMBRIA
34,8%	LAZIO
28,7%	ABRUZZO E MOLISE
27,4%	CAMPANIA
24,5%	PUGLIA
32,3%	BASILICATA e CALABRIA
17,8%	SICILIA
23,1%	SARDEGNA

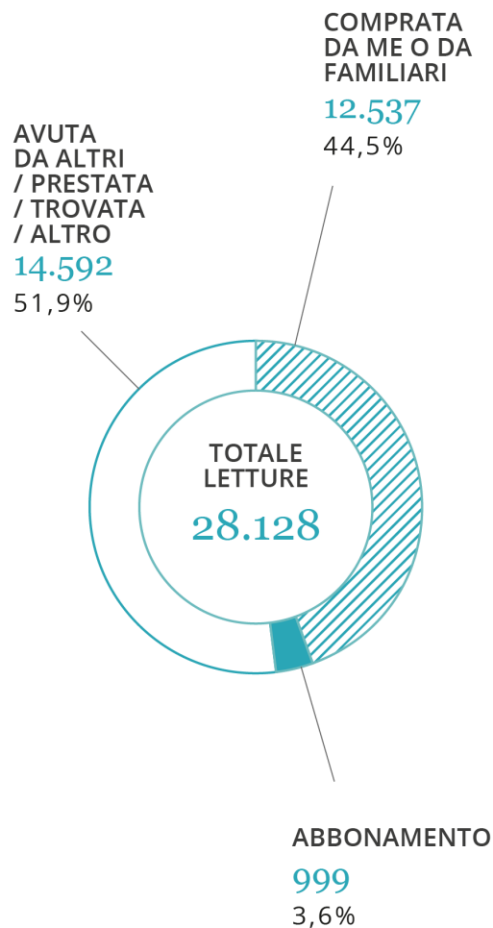
**FONTE**

Valori  
assoluti in  
'000

%  
composizione

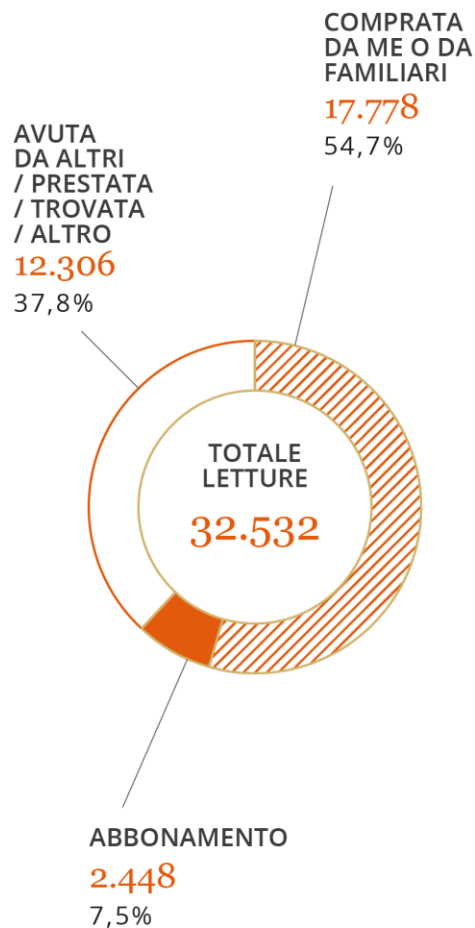
## QUOTIDIANI

LETTURE GIORNO MEDIO



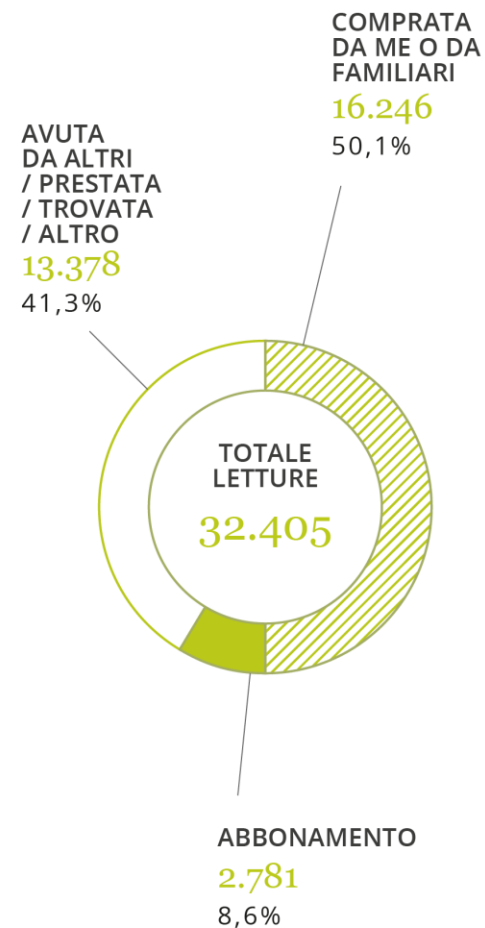
## SETTIMANALI

LETTURE ULTIMI 7 GIORNI



## MENSILI

LETTURE ULTIMI 30 GIORNI



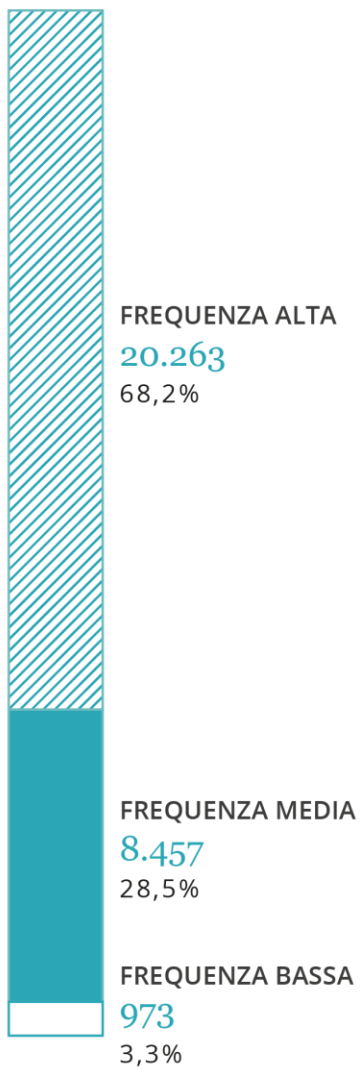
## QUOTIDIANI

LETTURE GIORNO MEDIO

### FREQUENZA

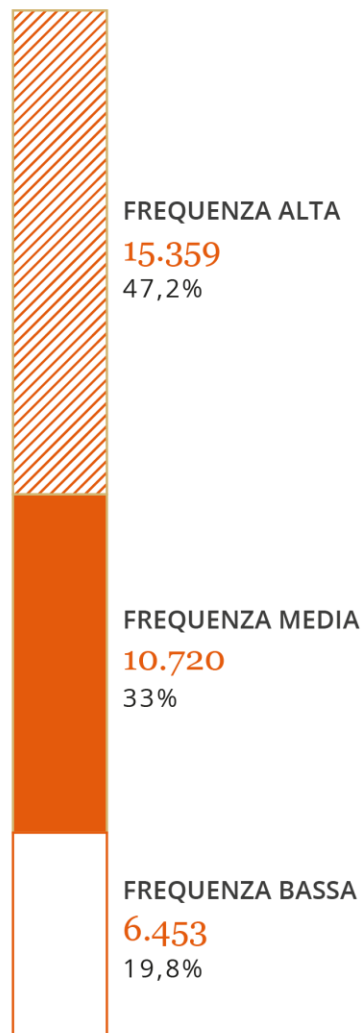
Valori  
assoluti in  
'000

%  
composizione



## SETTIMANALI

LETTURE ULTIMI 7 GIORNI



## MENSILI

LETTURE ULTIMI 30 GIORNI

