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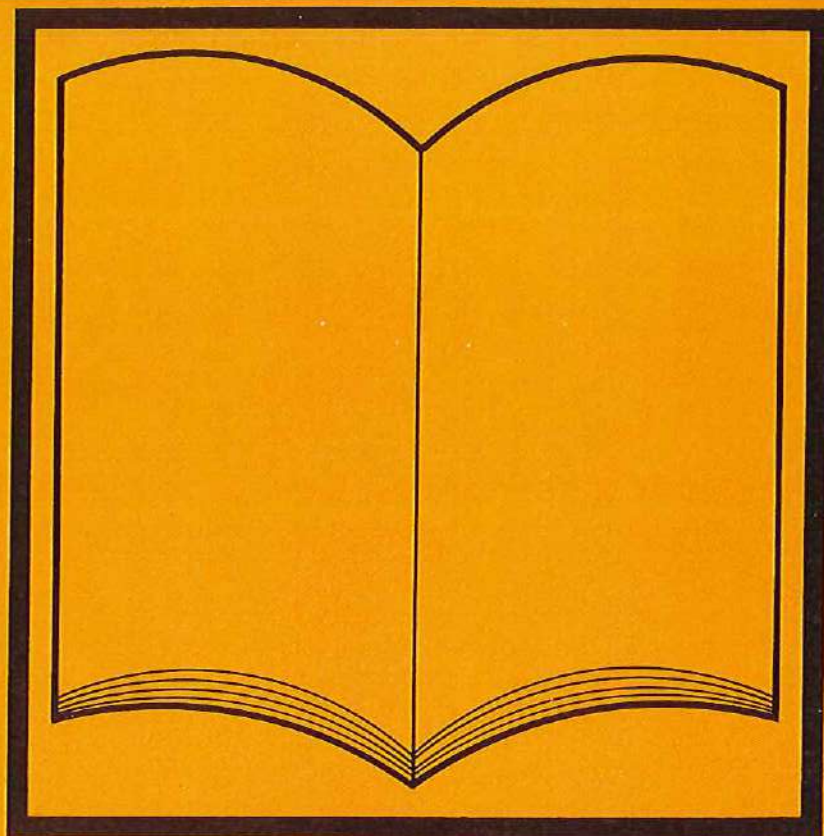
Indagine sulla
stampa periodica
in Italia

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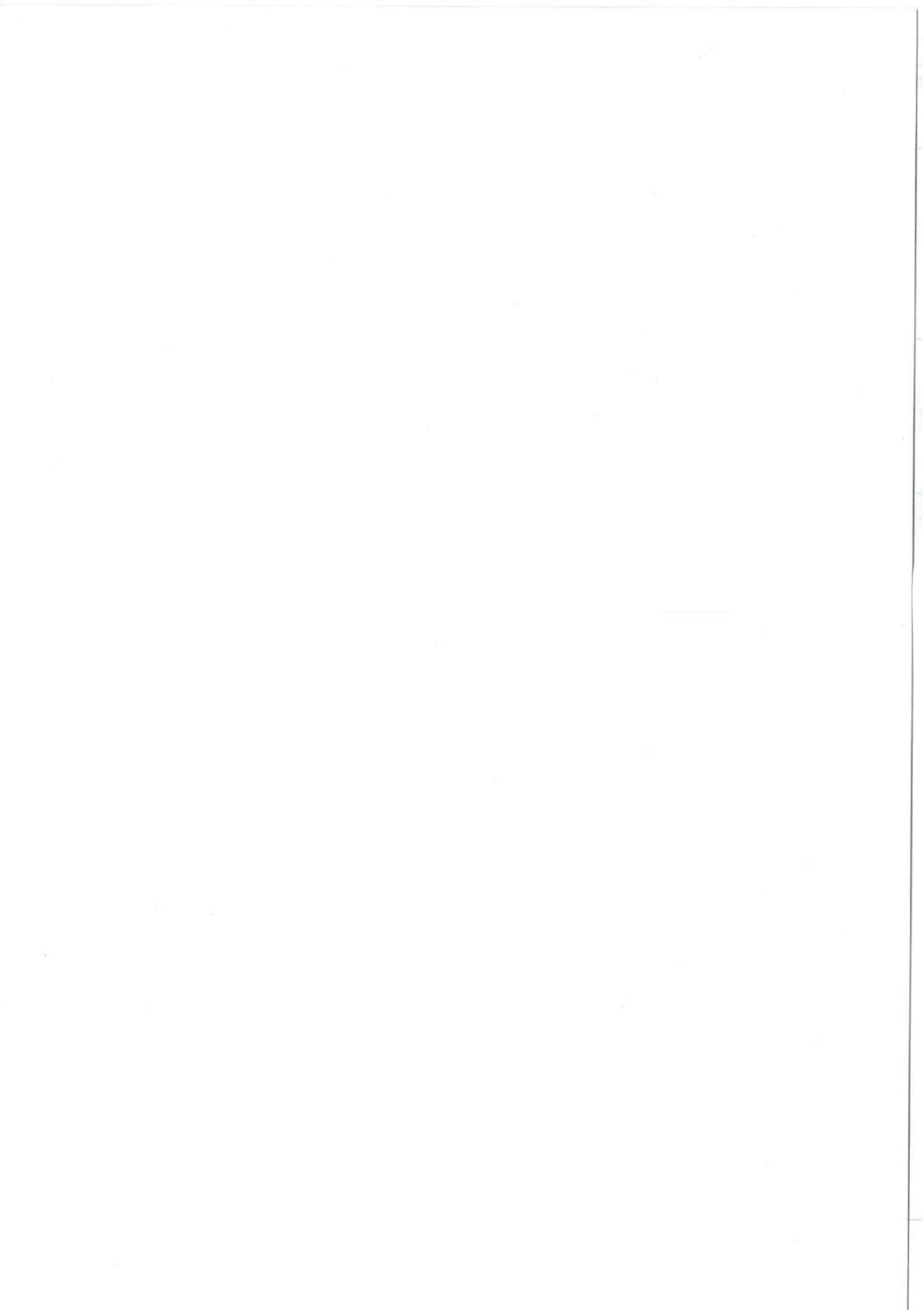
MEDIA & MARKETING

**Il consumo
di 48 prodotti
tra i lettori
di 108 periodici**

2° Volume

Luglio 1986

ABACUS DEMOSKOPEA DOXA MAKROTEST



Presentazione

Nuovo marchio per una ISPI rinnovata.

L'indagine sulla lettura dei periodici in Italia ha compiuto quest'anno un grosso sforzo innovativo sia in termini qualitativi sia in termini quantitativi.

L'indagine, iniziata nello scorso autunno con un ciclo di 8.000 interviste, si è arricchita all'inizio di quest'anno di due ulteriori cicli di 7.000 e 12.000 casi, eseguiti da ben quattro istituti (Abacus, Demoskopie, Doxa, Makrotest) più un quinto per i controlli (Explorer) producendo una mole di dati certamente unica e irripetibile.

La gestione di queste 27.000 interviste, da fondere in un'unica indagine, ha richiesto un grosso impegno da parte dei tecnici degli istituti e di tutto il Comitato Tecnico.

Tutti gli obiettivi che i Committenti si erano prefissi si sono realizzati.

Per la prima volta disponiamo, per lo stesso periodo, di una serie di informazioni aggiuntive che migliorano e arricchiscono i dati sulla lettura.

Tra le novità di quest'anno abbiamo:

- rilevazione dei consumi per testata;*
- comportamenti di lettura della classe dirigente.*

Infatti, oltre alla readership, disponiamo del numero medio di contatti per pagina media (come per l'ISPI 1985) della penetrazione di 48 prodotti, beni e servizi per ciascuna delle 108 testate rilevate e delle informazioni sui comportamenti di lettura della "classe dirigente".

L'indagine completa, costituita di ben sette volumi, è stata presentata al mondo pubblicitario in giugno ed è ora disponibile in due volumi di sintesi (il primo sulla lettura, compresa la parte sulla classe dirigente e il secondo sui consumi dei prodotti per testata).

Inoltre con la collaborazione di tre società di software (Media Consultants, Media Soft e SDD) è stato predisposto per i "media planners" un nastro magnetico per l'utilizzo dei dati mediante computer.

Siamo convinti di aver risposto con questa indagine alle aspettative degli utenti pubblicitari, cui auguriamo buon lavoro

Gli Editori Committenti ISPI

1875

The first part of the document discusses the general principles of the law of contracts. It states that a contract is an agreement between two or more parties, which is enforceable by law. The document then goes on to discuss the various elements of a contract, such as offer, acceptance, and consideration. It also discusses the different types of contracts, such as express and implied contracts, and the consequences of breach of contract.

The second part of the document discusses the law of torts. It defines a tort as a wrongful act or omission that causes harm to another person. The document then discusses the different types of torts, such as negligence, intentional torts, and strict liability. It also discusses the elements of a tort claim, such as duty of care, breach of duty, and causation.

The third part of the document discusses the law of property. It defines property as a legal right in a thing, which is enforceable by law. The document then discusses the different types of property, such as real property and personal property, and the various ways in which property can be acquired, transferred, and lost.

The fourth part of the document discusses the law of succession. It defines succession as the transfer of property from one person to another upon their death. The document then discusses the different ways in which property can be transferred, such as by will, intestacy, and joint tenancy.

The fifth part of the document discusses the law of trusts. It defines a trust as a legal arrangement in which one person (the settlor) transfers property to another person (the trustee) to hold for the benefit of a third person (the beneficiary). The document then discusses the various elements of a trust, such as the settlor, trustee, and beneficiary, and the different types of trusts.

The sixth part of the document discusses the law of agency. It defines an agent as a person who is authorized to act on behalf of another person (the principal). The document then discusses the different ways in which an agent can be authorized, such as by express or implied authority, and the consequences of an agent's actions.

The seventh part of the document discusses the law of partnership. It defines a partnership as an association of two or more persons who have agreed to share in the profits and losses of a business. The document then discusses the different types of partnerships, such as general partnerships and limited partnerships, and the consequences of a partner's actions.

The eighth part of the document discusses the law of insurance. It defines insurance as a contract in which one person (the insured) pays a premium to another person (the insurer) in exchange for the insurer's promise to pay a sum of money in the event of a loss. The document then discusses the different types of insurance, such as life insurance and fire insurance, and the consequences of a claim.

The ninth part of the document discusses the law of bankruptcy. It defines bankruptcy as a legal process in which a person's assets are liquidated and the proceeds are distributed to their creditors. The document then discusses the different types of bankruptcy, such as Chapter 7 and Chapter 11, and the consequences of a bankruptcy filing.

The tenth part of the document discusses the law of consumer protection. It defines consumer protection as the legal measures taken to protect consumers from unfair and deceptive trade practices. The document then discusses the different types of consumer protection laws, such as the Federal Trade Commission Act and the Consumer Protection Act, and the consequences of a violation.

I committenti dell'indagine

- ACTUAL MEDIA: *Rockstar*
- CASA EDITRICE MANI DI FATA: *Mani di Fata*
- CASA EDITRICE UNIVERSO: *Albo Blitz, Grand Hotel, Intrepido, Il Monello, Ragazza In, Starter, Telesette*
- CESCO CIAPANNA EDITORE: *Fotografare*
- CONTI EDITORE: *Autosprint, Guerin Sportivo*
- CROCHET EDIZIONI: *Tuttocucina, Tuttomaglia, Tutto Uncinetto*
- EDIS-EDIZIONI SPORTIVE: *Rombo*
- EDISPORT: *Alta Fedeltà, Motociclismo, Il Tennis Italiano, Vela e Motore*
- EDITORIALE CORRIERE DELLA SERA: *Amica, Astra, Auto Capital, Bravacasa, Capital, Domenica del Corriere, Insieme, Il Mondo, Salve*
- EDITORIALE DOMUS: *Quattroruote, Tutto Turismo*
- EDITORIALE L'ESPRESSO: *L'Espresso*
- LEA: *L'Automobile*
- EDITRICE MONDO ECONOMICO: *Mondo Economico*
- EDITRICE OLIMPIA: *Diana, Pescare*
- EDITRICE PROGRESSO: *Zoom*
- EDITRICE QUADRATUM: *La Cucina Italiana*
- EDITRICE SEGESTA: *Abitare*
- EDIZIONI CONDÈ NAST: *Lei*
- EDIZIONI LETI: *Ciao 2001, Music*
- EDIZIONI SYDS ITALIA: *Cosmopolitan*
- EFIN-EDIT. FINANZIARIA: *Sorrisi e canzoni TV, Tutto Musica & Spettacolo*
- ERI EDIZIONI: *Moda, Radiocorriere TV*
- GIORGIO MONDADORI INTERNATIONAL: *AD*
- GRUPPO EDITORIALE FABBRI - BOMPIANI - SONZOGNO - ETAS: *Benissimo*
- INDUSTRIE GRAFICHE CINO DEL DUCA: *Consigli Pratici, Intimità, Stop*
- ISTITUTO GEOGRAFICO DE AGOSTINI: *Atlante*
- L'AIRONE DI G. MONDADORI: *Airone, Gardenia*
- LE SCIENZE: *Le Scienze*
- MESSAGGERO DI S. ANTONIO: *Messaggero di Sant'Antonio*
- A. MONDADORI EDITORE: *Casaviva, 100 Cose, Confidenze, Dolly, Donnapiù, Epoca, Espansione, Grazia, Guida Cucina, Guida TV, Panorama, PM, Qui Touring, Storia Illustrata, Star Bene, Topolino*
- PERUZZO PERIODICI: *La Mia Casa, Super Gol*
- PUBLIMEDIA EDITRICE: *Photo Italiana*
- RIZZOLI EDITORE: *Anna, Bella, Domenica Quiz, Europeo, Linus, Milleidee, Novella 2000, Oggi, Natura Oggi, Corto Maltese*
- RUSCONI EDITORE: *Eva Express, Gente, Gente Money, Gente Motori, Gente Viaggi, Gioia, Gioielli, Il Piacere, Rakam, Scienza e Vita Nuova, Onda TV, Tutto Moto, Vital*
- SEDIM: *Madre*
- SELEZIONE DAL READER'S DIGEST: *Selezione dal Reader's Digest*
- SOCIETÀ S. PAOLO-PUBLIEPI: *Famiglia Cristiana, Il Giornalino, Jesus*
- TATTOLO EDITRICE: *Playmen, Scienza 2000*
- WEEKEND: *Weekend*

Il comitato tecnico

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- Rappresentante dei Committenti: Germano SIMEONI

[The text in this section is extremely faint and illegible. It appears to be a multi-paragraph document, possibly a letter or a report, with several lines of text per paragraph. The content is not discernible.]

Very truly yours,

[Signature]

PRIMA PARTE:

Il consumo di 18 prodotti, beni e servizi e la lettura di 108 periodici

● IL CONSUMO IN 3 MESI DI:

succhi di frutta, aranciata, bibite tipo cola, amari, aperitivi analcolici, dentifricio, bagno schiuma, deodorante personale

% di penetrazione

ADULTI - UOMINI - DONNE - RESPONSABILI

ACQUISTI pag. 1

● LA FRUIZIONE IN 12 MESI DI:

polizza di assicurazione vita, polizza assicurazione infortuni, polizza integrativa pensione, viaggio in comitiva, fondi di investimento

% di penetrazione

ADULTI - UOMINI - DONNE - RESPONSABILI

ACQUISTI pag. 10

● IL POSSESSO O L'ACQUISTO IN 12 MESI DI:

autoradio, calcolatrici, dischi, pellicole per foto, seconda automobile

% di penetrazione

ADULTI - UOMINI - DONNE - RESPONSABILI

ACQUISTI pag. 18

SECONDA PARTE:

Il consumo di 30 prodotti, beni e servizi e la lettura di 108 periodici

● IL CONSUMO DI:

cibi surgelati, tonno in scatola, alimenti integrali, olio di oliva, sughi pronti, yogurt, whisky, cibi in scatola per cani e gatti, shampoo, profumo o colonia, assorbenti igienici, prodotti per il trucco del viso, per la cura del viso, crema per il corpo, lozioni pre e dopo barba, creme e schiuma per barba (consumo in 3 mesi, 30 giorni, 7 giorni; frequenza di consumo e acquisto personale in 30 giorni; partecipazione personale alla decisione di acquisto)

% di penetrazione

ADULTI - UOMINI - DONNE - RESPONSABILI

ACQUISTI pag. 27

● IL POSSESSO DI:

forno a microonde, complesso hi-fi, autovettura fino a 1000 cc., autovettura da 1000 a 1500 cc., autovettura oltre 1500 cc., moto fino a 50 cc., moto da 50 a 250 cc., moto oltre 250 cc., macchina fotografica a sviluppo istantaneo, macchina fotografica a pellicola tradizionale (possesso o presenza in casa; anno di acquisto; partecipazione personale alla decisione d'acquisto; intenzione d'acquisto)

% di penetrazione

ADULTI - UOMINI - DONNE - RESPONSABILI

ACQUISTI pag. 120

● L'ACQUISTO O LA FRUIZIONE DI:

orologi da polso, gioielli di valore superiore a 500.000 lire, nuova polizza di assicurazione (vita, incendio, furto, ecc., esclusa R.C.) e viaggio organizzato di almeno 3 giorni

% di penetrazione

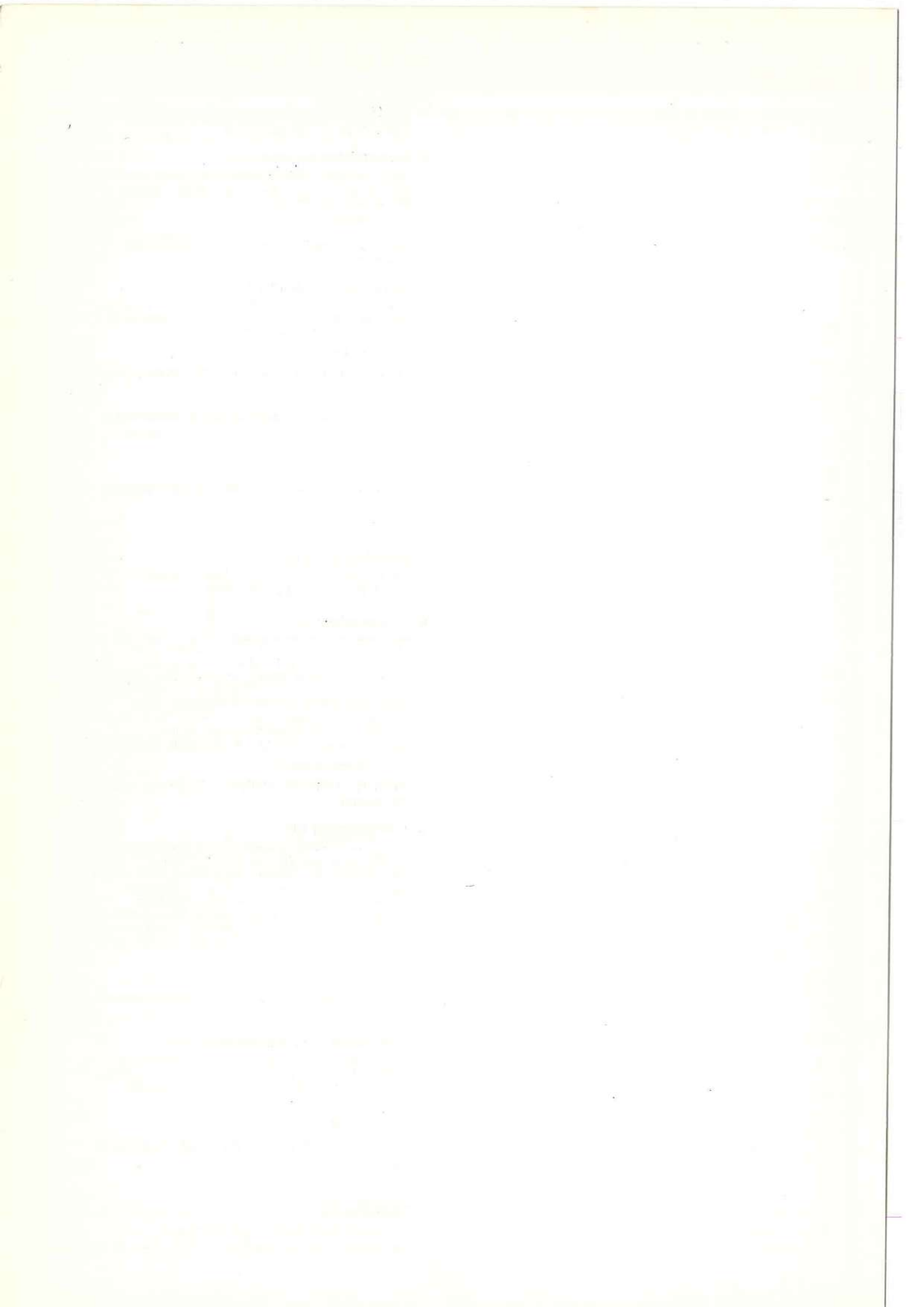
ADULTI - UOMINI - DONNE - RESPONSABILI

ACQUISTI pag. 200

APPENDICE:

"Il profilo dei consumatori/fornitori

possessori dei 48 prodotti" pag. 209



Descrizione dell'indagine

1. Contenuto dell'indagine

La rilevazione media marketing 1986 sui consumi di 48 prodotti da parte dei lettori di periodici fa parte integrante dell'ISPI '86.

I risultati presentati in questo volume provengono dalla rilevazione su due subcampioni dell'ISPI 86 e precisamente:

- un campione di 7.216 individui intervistati da Doxa e Makrotest, dal 20 gennaio al 9 marzo 1986 (corrispondente al campione DM2)
- un campione di 12.064 individui, intervistati da Abacus e Demoskopea dal 20 gennaio al 9 marzo 1986 (corrispondente al campione AD)

Per tutto quanto attiene alla metodologia (definizione dell'universo, metodo di campionamento, criteri di classificazione ecc.) ed alle modalità di esecuzione (organizzazione della rilevazione, controlli ecc.) si rinvia alla nota metodologica contenuta nel primo volume.

Le informazioni raccolte sui consumi sono le seguenti:

- **campione DM 2 di 7.216 individui**
 - il consumo negli ultimi 3 mesi di 8 prodotti
 - il possesso o l'acquisto nei 13 mesi di 5 beni
 - la fruizione nei 12 mesi di 5 servizioltre alla lettura di 40 settimanali, 67 mensili, 1 quindicinale.
- **campione AD di 12.064 individui**
 - il consumo in 3 mesi, 30 giorni e 7 giorni, la frequenza di consumo e l'acquisto personale nei 30 giorni, la partecipazione alla decisione di acquisto per 16 prodotti
 - il possesso, l'anno di acquisto e la partecipazione alla decisione di acquisto per 10 beni durevoli
 - l'acquisto in 12 mesi di 2 oggetti personali e la fruizione in 12 mesi di due servizioltre alla lettura di 32 settimanali e 37 mensili.

Allo scopo di incrociare i dati di lettura di tutte le 108 testate con i dati sui consumi presenti in almeno uno dei due sub-campioni è stata fatta un'elaborazione speciale che ha consentito di proiettare i dati sui consumi presenti solo in uno dei sub-campioni nell'altro sub-campione.

I risultati dell'indagine sul consumo dei 48 prodotti, beni e servizi vengono presentati in due parti distinte, stante le diverse informazioni raccolte su prodotti, beni e servizi.

2. Definizioni adottate per l'analisi e la presentazione dei risultati

Tutte le informazioni rilevate sul consumo dei 48 prodotti, beni e servizi vengono elaborate e presentate sotto forma di percentuali di penetrazione riferite a:

- l'intera popolazione oggetto di analisi (su 100 adulti, uomini, donne, responsabili acquisti)
- i lettori di periodici nell'ultimo periodo (su 100 lettori di periodici, di settimanali, di mensili: separatamente per adulti, uomini, donne, responsabili acquisti)
- i lettori nell'ultimo periodo di ciascuna delle 108 testate oggetto di rilevazione (su 100 lettori di Albo Blitz, Amica, ecc.: separatamente per adulti, uomini, donne e responsabili acquisti)

In sintesi quanti sono i consumatori di ciascun prodotto, bene o servizio su 100 adulti, su 100 lettori di periodici, su 100 lettori di ciascuna testata nell'ultimo periodo.

A. I prodotti, beni e servizi considerati

(a) **Prodotti di largo consumo, con informazioni su penetrazione, frequenza di consumo e decisione di acquisto**

- cibi surgelati (verdura, pesce, cibi pronti)
- tonno in scatola
- alimenti integrali (pasta, pane, biscotti)
- olio di oliva confezionato
- sughi pronti
- yogurt
- whisky
- cibi in scatola per cani e gatti
- shampoo
- profumo o colonia

Solo donne

- assorbenti igienici
- prodotti per il trucco del viso
- prodotti per la cura del viso (detergenti, creme)
- creme per il corpo

Solo uomini

- lozione pre e dopo barba
- creme e schiume per barba

(b) **Prodotti di largo consumo, con informazioni sulla sola penetrazione**

- succhi di frutta
- aranciata
- bibite tipo cola
- amari
- aperitivi analcolici
- dentifricio
- bagnoschiuma
- deodorante personale

(c) **Beni durevoli, con informazioni su possesso, anno di acquisto e intenzione di acquisto**

- forno a microonde
- complesso hi-fi
- autovettura piccola, fino a 1.000 cc.
- autovettura media, da 1.000 a 1.500 cc.
- autovettura grande, oltre 1.500 cc.
- motocicletta, motorino o scooter, fino a 50 cc.
- motocicletta media, da 50 a 250 cc.
- motocicletta grande, oltre 250 cc.
- macchina fotografica a sviluppo istantaneo
- macchina fotografica a pellicola tradizionale

(d) **Oggetti personali o servizi, con informazioni sul possesso, l'acquisto o la fruizione negli ultimi 12 mesi**

- seconda automobile (possesso)
- autoradio (possesso)
- calcolatrici tascabili (acquisto)
- dischi (acquisto)
- pellicole per macchina fotografica (acquisto)
- polizza assicurazioni vita (acquisizione o rinnovo)
- polizza assicurazione infortuni (acquisizione o rinnovo)
- polizza integrativa pensione (acquisizione o rinnovo)
- viaggio in comitiva con un gruppo organizzato (fruizione)
- fondi di investimento (sottoscrizione)
- orologio da polso (acquisto)
- gioielli (valore sup. a 500.000 lire) (acquisto)
- nuova polizza di assicurazione (vita, incendio, furto, ecc. esclusa la responsabilità civile auto) (acquisizione)
- viaggio organizzato di almeno 3 giorni (fruizione)

B. Le informazioni raccolte

Per i prodotti di largo consumo del gruppo (a)

Il consumo negli ultimi 3 mesi

Il consumo nell'ultimo mese

Il consumo negli ultimi 7 giorni

La frequenza di consumo:

- tutti i giorni o quasi
- 4-5 volte alla settimana forti consumatori
- 2-3 volte alla settimana
- 1 volta alla settimana medi consumatori
- 2-3 volte al mese
- 1 volta al mese deboli consumatori
- non ricorda

La decisione di acquisto:

- decido solo io
- decido prevalentemente io
- decido in parte io, in parte altri = deciso insieme
- decidono prevalentemente altri
- decidono solo altri

L'intenzione d'acquisto nei prossimi 12 mesi:

- certamente si
 - probabilmente si
 - non so
 - probabilmente no
 - certamente no
- } NO

Per i prodotti di largo consumo del gruppo (b)

Il consumo negli ultimi 3 mesi

Per i beni durevoli del gruppo (c)

La presenza in casa

L'anno di acquisto:

- 1985/1986
- 1983/1984
- prima del 1983
- non ricorda

La decisione di acquisto:

- ho deciso io
- ho deciso prevalentemente io = abbiamo deciso
- abbiamo deciso insieme deciso
- hanno deciso prevalentemente altri insieme
- hanno deciso solo altri

Per i beni, gli oggetti personali o i servizi del gruppo (d)

Il possesso del bene, oppure l'acquisto dell'oggetto o la fruizione del servizio nei 12 mesi.

Il consumo di 18 prodotti,
beni e servizi
e la lettura di 108 periodici

Prima parte

I dati presentati in questa parte riguardano le percentuali di penetrazione (su 100 individui, su 100 lettori di periodici, di settimanali, di mensili, su 100 lettori delle singole testate) relative a:

- il consumo in 3 mesi di succhi di frutta, aranciata, bibite tipo cola, amari, aperitivi analcolici, dentifricio, bagno schiuma, deodorante personale
- la fruizione nei 12 mesi di polizza assicurazione vita, polizza assicurazione infortuni, polizza integrativa pensione, viaggio in comitiva, fondi di investimento
- il possesso o l'acquisto in 12 mesi di autoradio, calcolatrici, dischi, pellicole per foto, seconda automobile

rilevati su campione di 7.216 individui

Adulti

Lettori ultimo periodo

analisi secondo: ● consumo di alcuni prodotti negli ultimi 3 mesi

(percentuali di penetrazione)

	Totale	succhi di frutta	aranciata	bibite tipo cola	amari	aperitivi analcolici	dentifricio	bagno-schiuma	deodoranti
TOTALE	100.0	42.7	50.4	45.6	41.5	37.3	88.2	58.9	53.1
PERIODICI	100.0	50.1	56.3	53.0	45.6	43.8	94.8	66.5	60.7
SETTIMANALI	100.0	50.8	56.8	54.0	45.6	43.9	95.2	67.1	62.3
ALBO BLITZ.....	100.0	60.8	66.5	68.4	55.6	55.4	95.6	66.6	57.1
AMICA.....	100.0	52.4	55.3	54.3	39.7	41.8	97.1	71.5	67.2
ANNA.....	100.0	49.8	53.6	51.4	38.2	39.2	96.2	69.9	66.7
AUTOSPRINT.....	100.0	60.7	63.4	66.3	54.2	56.9	96.8	67.1	59.8
BELLA.....	100.0	48.8	52.6	49.8	37.6	37.1	95.6	68.3	66.1
CIAO 2001.....	100.0	69.8	72.3	78.1	38.7	46.4	98.3	71.6	66.4
CONFIDENZE.....	100.0	47.7	53.5	49.5	37.5	35.7	94.2	66.8	63.4
DOLLY.....	100.0	67.0	74.0	76.7	27.5	35.3	98.9	73.2	71.6
DOMENICA DEL CORRIERE.....	100.0	42.2	48.7	45.2	48.0	44.3	91.4	60.7	53.9
DOMENICA QUIZ.....	100.0	54.3	57.8	56.0	49.2	48.4	95.9	68.1	59.5
EPOCA.....	100.0	45.3	50.1	49.4	49.1	47.4	94.5	65.6	57.7
L'ESPRESSO.....	100.0	54.7	57.3	58.4	51.5	52.7	96.9	69.3	61.2
EUROPEO.....	100.0	51.2	54.9	54.8	52.5	52.4	95.7	67.3	57.9
EVA EXPRESS.....	100.0	51.0	55.0	52.6	41.0	40.9	95.2	67.3	63.8
FAMIGLIA CRISTIANA.....	100.0	41.7	48.8	44.0	41.9	38.1	89.6	58.7	54.9
GENTE.....	100.0	46.7	52.1	50.0	42.7	41.5	93.8	65.8	59.6
GIOIA.....	100.0	50.5	54.9	52.5	37.4	38.2	95.9	69.0	65.8
IL GIORNALINO.....	100.0	50.3	58.2	58.7	39.9	40.8	95.5	66.7	63.4
GRAND HOTEL.....	100.0	48.1	56.4	52.1	41.5	38.7	92.9	64.5	60.1
GRAZIA.....	100.0	50.8	54.1	52.6	39.0	40.5	96.2	70.0	66.1
GUERIN SPORTIVO.....	100.0	58.6	64.5	69.5	51.4	55.2	96.8	67.3	58.2
GUIDA CUCINA.....	100.0	52.1	57.3	55.3	41.4	41.4	97.3	71.9	66.6
GUIDA TV.....	100.0	50.5	57.3	55.5	44.2	43.7	93.4	65.1	59.5
INTIMITA'.....	100.0	46.3	52.5	48.5	38.4	36.6	94.2	66.5	63.6
INTREPIDO.....	100.0	57.7	64.9	66.3	52.1	52.8	95.5	66.4	58.1
IL MONDO.....	100.0	53.5	54.3	58.2	52.9	56.6	98.0	71.2	61.6
MONDO ECONOMICO.....	100.0	50.8	54.7	56.0	54.2	55.8	96.4	68.0	58.7
IL MONELLO.....	100.0	57.9	63.8	64.8	50.6	51.3	96.3	67.5	60.0
NOVELLA 2000.....	100.0	51.2	56.0	54.0	41.4	41.2	94.8	67.0	63.4
OGGI.....	100.0	46.4	52.1	49.7	43.9	42.3	93.7	65.4	59.6
ONDA TV.....	100.0	51.6	60.1	59.0	42.1	43.0	94.8	66.5	61.6
PANORAMA.....	100.0	55.4	57.7	58.9	50.8	52.5	97.1	69.5	61.4
RADIOCORRIERE TV.....	100.0	48.4	55.1	53.0	45.8	44.5	93.6	64.7	57.8
RAGAZZA IN.....	100.0	63.8	72.2	73.8	28.6	35.0	98.4	71.3	70.4
ROMBO.....	100.0	64.5	66.3	70.3	54.7	58.1	97.5	65.4	59.5
SORRISI E CANZONI TV.....	100.0	52.5	59.3	58.0	43.1	43.0	95.0	66.6	61.8
STARTER.....	100.0	66.7	69.0	73.1	55.3	57.1	96.5	64.6	59.5
STOP.....	100.0	43.2	47.9	44.1	39.6	37.2	91.0	61.3	57.7
TELESETTE.....	100.0	53.5	60.2	58.9	45.9	45.6	95.1	67.0	60.2
TOPOLINO.....	100.0	57.0	62.7	63.9	44.6	47.2	97.1	70.0	64.4

	Totale	succhi di frutta	aranciata	bibite tipo cola	amari	aperitivi analcolici	dentifricio	bagno-schiuma	deodoranti
TOTALE	100.0	42.7	50.4	45.6	41.5	37.3	88.2	58.9	53.1
MENSILI	100.0	54.4	59.3	56.8	47.8	48.5	96.3	69.9	62.2
ABITARE.....	100.0	52.6	55.4	56.3	49.3	51.0	96.8	70.2	63.5
AD.....	100.0	56.1	57.4	60.5	48.3	53.0	98.4	74.2	66.5
AIRONE.....	100.0	56.5	57.7	60.3	47.5	50.5	97.9	71.6	65.4
ALTA FEDELTA'.....	100.0	63.5	66.9	70.1	49.0	53.9	96.8	68.2	58.8
ASTRA.....	100.0	60.0	61.1	63.0	41.9	47.4	98.6	74.2	69.3
ATLANTE.....	100.0	54.4	58.5	59.8	46.8	49.3	97.2	69.6	64.5
AUTO CAPITAL.....	100.0	59.9	62.8	66.5	52.2	56.4	97.4	68.1	61.8
L'AUTOMOBILE.....	100.0	49.6	55.1	54.8	51.3	50.2	95.1	65.2	58.2
BENISSIMO.....	100.0	54.5	59.3	57.3	35.1	37.1	98.1	72.7	70.3
BRAVA CASA.....	100.0	51.0	55.0	54.7	45.0	44.7	97.2	73.3	66.6
CAPITAL.....	100.0	52.7	54.8	58.7	51.5	55.5	97.8	70.4	63.5
CASAVIVA.....	100.0	52.2	55.2	55.0	46.6	47.4	97.5	72.6	66.3
100 COSE.....	100.0	64.0	65.2	68.5	32.6	41.5	98.6	73.5	71.4
CONSIGLI PRATICI.....	100.0	47.6	54.1	51.3	39.7	39.4	95.7	67.1	66.3
CORTO MALTESE.....	100.0	63.5	60.1	65.4	52.3	56.6	99.1	72.2	64.3
COSMOPOLITAN.....	100.0	61.7	60.7	63.4	42.0	48.1	98.5	73.2	69.5
LA CUCINA ITALIANA.....	100.0	46.7	52.1	49.6	43.7	42.0	95.3	67.6	62.8
DONNAPIU'.....	100.0	57.2	57.4	57.4	39.5	42.8	97.6	72.1	69.7
ESPANSIONE.....	100.0	50.6	49.7	58.5	52.8	61.0	98.7	72.9	62.8
FOTOGRAFARE.....	100.0	59.9	61.2	62.6	55.3	57.1	97.7	69.9	60.4
GARDENIA.....	100.0	54.4	52.0	52.6	46.3	49.0	97.7	70.9	66.4
GENTE MONEY.....	100.0	55.3	56.4	59.3	50.7	54.1	97.9	69.9	63.1
GENTE MOTORI.....	100.0	55.5	60.6	62.5	52.2	53.6	96.0	65.9	59.3
GENTE VIAGGI.....	100.0	56.0	57.3	59.7	49.4	52.4	97.1	69.0	63.0
GIOIELLI.....	100.0	51.8	55.3	52.9	36.7	36.9	97.1	71.0	68.0
INSIEME.....	100.0	59.6	61.6	62.0	44.8	46.8	98.2	75.0	67.5
JESUS.....	100.0	44.3	52.2	45.2	43.0	38.6	93.4	60.7	58.5
LEI.....	100.0	63.6	62.7	65.4	35.2	44.2	98.4	72.6	71.9
LINUS.....	100.0	62.2	62.6	67.2	45.6	51.3	98.9	73.6	66.8
MADRE.....	100.0	40.0	47.2	43.9	40.0	39.2	92.8	61.6	61.3
MANI DI FATA.....	100.0	45.1	52.2	46.3	35.2	32.7	95.0	66.8	63.1
MAX.....	100.0	67.0	68.4	72.9	46.8	53.4	98.9	71.6	65.5
MESSAGGERO DI S.ANTONIO.....	100.0	41.9	50.3	44.2	39.6	35.7	88.4	58.5	52.9
LA MIA CASA.....	100.0	44.9	51.6	48.9	44.5	43.9	94.9	66.9	61.4
MILLEIDEE.....	100.0	51.3	55.2	52.6	37.3	37.3	97.0	71.2	67.8
MODA.....	100.0	55.2	59.7	58.7	38.8	41.0	96.0	68.9	65.6
MOTOCICLISMO.....	100.0	59.0	64.1	68.9	48.2	52.1	95.8	65.6	58.4
MUSIC.....	100.0	68.7	74.1	79.6	35.7	44.2	98.4	71.8	65.6
NATURA OGGI.....	100.0	53.8	57.6	56.5	48.6	48.4	96.2	68.8	62.4
PESCARO.....	100.0	54.6	59.0	58.6	58.9	59.7	95.9	64.1	58.5
PHOTO ITALIANA.....	100.0	63.2	63.6	66.0	51.5	56.4	98.2	71.3	63.3
IL PIACERE.....	100.0	59.5	59.6	62.8	48.9	54.4	98.7	73.7	68.5
PLAYMEN.....	100.0	54.9	60.2	62.6	54.6	55.0	96.0	66.1	57.8
PM.....	100.0	62.9	63.0	66.8	49.6	55.3	98.8	72.4	65.1
QUATTORRUOTE.....	100.0	54.6	59.4	60.5	54.1	54.7	95.9	66.1	58.3
QUI TOURING.....	100.0	49.8	52.2	54.5	49.0	50.6	97.3	69.7	62.6
RAKAM.....	100.0	49.5	53.9	51.0	38.5	37.8	97.0	71.5	67.1
ROCKSTAR.....	100.0	71.8	75.5	81.5	40.8	50.1	98.6	71.3	64.4
SALVE.....	100.0	54.5	56.4	56.6	44.1	47.2	97.5	71.1	65.3
SCIENZA 2000.....	100.0	51.1	59.2	62.4	47.1	42.9	95.0	68.5	55.7
SCIENZA E VITA NUOVA.....	100.0	53.7	56.9	60.2	44.1	47.4	97.1	69.5	64.3
LE SCIENZE.....	100.0	54.3	55.8	58.2	50.4	51.6	97.4	71.2	62.6
SELEZIONE DAL R.DIGEST.....	100.0	49.1	54.5	53.3	45.8	45.7	95.1	66.3	60.8
STARBENE.....	100.0	54.0	56.9	56.0	43.6	45.8	96.8	70.1	65.9
STORIA ILLUSTRATA.....	100.0	47.4	52.5	52.2	49.9	48.0	94.1	64.8	57.1
SUPER GOL.....	100.0	54.4	63.5	66.4	50.6	51.4	94.4	64.0	55.8
IL TENNIS ITALIANO.....	100.0	56.3	63.5	67.7	49.3	51.5	95.8	69.1	60.3
TUTTO CUCINA.....	100.0	48.8	55.2	51.1	40.1	38.1	95.1	67.4	64.1
TUTTO MAGLIA.....	100.0	44.0	52.6	46.5	36.1	32.2	94.5	66.1	63.5
TUTTO MOTO.....	100.0	60.9	66.2	71.7	47.4	51.8	96.6	66.0	59.8
TUTTO MUSICA & SPETTACOLO.....	100.0	65.9	72.5	76.9	35.3	42.9	98.1	71.0	66.1
TUTTO TURISMO.....	100.0	54.8	58.7	59.1	50.9	51.4	95.6	66.0	60.4
TUTTO UNCINETTO.....	100.0	47.6	56.0	50.3	36.3	32.6	95.2	67.4	64.9
VELA E MOTORE.....	100.0	49.1	55.9	55.3	49.6	47.8	95.1	65.2	58.1
VITAL.....	100.0	66.0	65.9	69.5	33.4	45.7	98.7	72.7	71.8
WEEKEND.....	100.0	56.6	58.0	61.0	51.7	56.7	97.6	72.2	61.6
ZOOM.....	100.0	62.6	62.5	70.1	57.8	60.8	98.2	71.2	56.8
DIANA (Quindicinale).....	100.0	47.4	54.4	50.9	56.3	50.9	90.1	59.3	52.5

Lettori ultimo periodo

analisi secondo: ● consumo di alcuni prodotti negli ultimi 3 mesi

(percentuali di penetrazione)

	Totale	succhi di frutta	aranciata	bibite tipo cola	amari	aperitivi analcolici	dentifricio	bagno-schiuma	deodoranti
TOTALE	100.0	43.6	51.5	49.2	53.8	48.9	86.0	55.9	46.9
PERIODICI	100.0	50.9	58.1	57.1	57.7	55.7	93.6	62.6	53.2
SETTIMANALI	100.0	51.5	58.7	57.8	57.4	55.4	94.0	62.7	54.4
ALBO BLITZ	100.0	60.6	66.8	69.3	57.7	57.3	95.3	65.7	55.2
AMICA	100.0	51.9	56.9	58.4	56.6	56.9	94.7	63.8	55.2
ANNA	100.0	49.7	54.7	55.3	56.6	55.3	93.5	62.7	54.4
AUTOSPRINT	100.0	61.3	64.2	67.8	57.8	60.3	96.5	65.8	57.5
BELLA	100.0	47.1	52.8	52.6	55.9	53.7	91.1	59.9	52.3
CIAO 2001	100.0	70.9	74.3	80.9	52.4	59.1	98.1	69.0	59.3
CONFIDENZE	100.0	42.3	51.4	49.7	54.1	49.8	88.3	57.3	49.0
DOLLY	100.0	63.2	73.1	79.4	46.0	51.5	96.2	66.0	56.4
DOMENICA DEL CORRIERE	100.0	41.6	49.6	47.1	56.5	51.8	90.2	58.1	49.8
DOMENICA QUIZ	100.0	55.2	60.2	59.0	58.7	57.0	94.5	63.8	51.9
EPOCA	100.0	43.9	50.3	49.9	57.4	54.0	93.3	61.7	52.2
L'ESPRESSO	100.0	54.2	57.7	59.4	57.5	58.2	96.1	65.5	55.8
EUROPEO	100.0	51.3	56.1	56.3	57.7	56.8	94.9	64.5	54.2
EVA EXPRESS	100.0	53.7	58.6	59.8	57.8	57.4	93.8	63.1	55.3
FAMIGLIA CRISTIANA	100.0	41.5	50.4	47.6	54.3	49.1	87.3	55.5	48.7
GENTE	100.0	46.9	53.8	53.9	53.9	52.3	91.7	60.7	51.8
GIOIA	100.0	49.9	56.3	56.5	55.6	54.4	92.6	61.4	53.7
IL GIORNALINO	100.0	49.1	58.4	61.6	46.9	48.3	93.1	61.9	55.4
GRAND HOTEL	100.0	47.7	56.6	54.8	56.0	52.4	89.6	58.7	49.9
GRAZIA	100.0	48.2	54.1	54.6	55.5	54.1	93.2	62.1	53.6
GUERIN SPORTIVO	100.0	58.2	64.2	69.4	53.9	57.5	96.5	66.3	56.4
GUIDA CUCINA	100.0	51.1	56.2	57.6	59.2	59.3	95.2	65.0	55.0
GUIDA TV	100.0	50.2	58.0	57.7	54.6	53.2	91.5	61.2	52.4
INTIMITA'	100.0	45.5	54.3	52.5	56.7	53.6	90.7	60.1	52.3
INTREPIDO	100.0	57.6	65.3	67.9	56.2	57.0	94.7	64.4	54.7
IL MONDO	100.0	53.5	54.9	59.3	56.6	59.0	97.6	69.4	58.3
MONDO ECONOMICO	100.0	49.7	54.1	55.5	58.9	59.1	95.7	66.4	55.4
IL MONELLO	100.0	58.1	65.0	67.2	57.1	57.6	95.3	64.9	55.3
NOVELLA 2000	100.0	51.4	57.6	58.4	56.8	55.9	92.7	62.1	54.4
OGGI	100.0	46.0	52.9	52.4	55.4	52.8	91.5	60.1	51.8
ONDA TV	100.0	52.4	60.4	62.1	53.8	54.6	92.8	62.4	53.5
PANORAMA	100.0	55.6	58.8	60.7	57.7	58.5	96.5	66.0	56.3
RADIOCORRIERE TV	100.0	49.7	56.7	56.4	54.7	53.0	92.2	61.4	51.9
RAGAZZA IN	100.0	61.3	71.2	77.5	45.0	50.8	96.0	65.2	56.5
ROMBO	100.0	64.7	66.6	70.9	57.0	59.8	97.4	64.7	58.5
SORRISI E CANZONI TV	100.0	53.4	60.3	61.9	55.6	55.1	93.3	62.3	53.7
STARTER	100.0	66.8	69.5	74.2	57.0	58.7	96.4	64.1	58.7
STOP	100.0	45.3	52.2	51.0	54.3	51.1	89.3	58.2	50.9
TELESETTE	100.0	55.3	61.9	62.9	56.2	55.6	93.8	63.7	53.7
TOPOLINO	100.0	56.8	63.6	66.7	53.4	56.0	96.0	65.5	56.9

Lettori ultimo periodo

analisi secondo: ● consumo di alcuni prodotti negli ultimi 3 mesi

(percentuali di penetrazione)

	Totale	succhi di frutta	aranciata	bibite tipo cola	amari	aperitivi analcolici	dentifricio	bagno-schiuma	deodoranti
TOTALE	100.0	43.6	51.5	49.2	53.8	48.9	86.0	55.9	46.9
MENSILI	100.0	54.5	61.4	60.9	59.6	59.6	95.6	65.7	55.1
ABITARE	100.0	52.7	57.1	59.5	58.7	59.5	96.7	66.8	57.9
AD	100.0	56.4	58.6	64.1	56.2	60.0	98.4	70.7	59.1
AIRONE	100.0	55.4	58.6	61.9	54.8	56.6	97.1	67.0	58.5
ALTA FEDELTA'	100.0	65.6	68.8	73.3	52.2	57.4	97.1	68.2	57.9
ASTRA	100.0	59.2	62.8	66.7	57.5	61.3	97.4	67.9	58.2
ATLANTE	100.0	52.3	59.1	61.6	53.4	54.5	96.2	65.3	57.9
AUTO CAPITAL	100.0	60.2	63.5	67.6	55.3	58.6	97.2	66.9	59.9
L'AUTOMOBILE	100.0	49.6	55.7	56.1	56.7	55.1	94.2	62.6	54.3
BENISSIMO	100.0	59.6	66.5	70.6	51.1	54.7	96.2	66.0	56.1
BRAVA CASA	100.0	53.2	56.4	59.8	59.3	61.5	96.4	66.7	56.5
CAPITAL	100.0	52.5	55.2	60.3	57.5	60.3	97.4	67.4	58.6
CASAVIVA	100.0	51.3	55.2	56.8	60.3	60.7	96.0	65.5	55.8
100 COSE	100.0	60.2	66.8	72.5	49.5	55.8	97.2	66.3	58.2
CONSIGLI PRATICI	100.0	41.3	51.3	53.8	59.2	61.9	94.9	61.5	57.4
CORTO MALTESE	100.0	61.2	61.6	68.1	53.8	61.3	98.8	69.6	59.8
COSMOPOLITAN	100.0	58.4	62.3	67.2	54.8	59.0	97.4	66.4	58.9
LA CUCINA ITALIANA	100.0	44.8	52.0	51.8	56.2	53.2	92.2	61.1	53.2
DONNAPIU'	100.0	55.1	59.6	61.8	58.3	59.5	96.0	64.8	56.5
ESPANSIONE	100.0	49.6	49.1	59.9	57.7	64.5	98.8	71.4	58.4
FOTOGRAFARE	100.0	61.0	62.2	64.0	60.6	61.9	97.4	67.6	56.8
GARDENIA	100.0	51.2	54.5	56.8	59.4	57.6	96.5	66.6	61.0
GENTE MONEY	100.0	54.4	56.8	60.1	57.5	59.6	97.5	66.5	58.2
GENTE MOTORI	100.0	55.4	61.0	63.6	56.5	57.6	95.6	64.2	56.4
GENTE VIAGGI	100.0	56.0	58.5	61.7	57.2	59.2	96.5	65.2	57.1
GIOIELLI	100.0	49.1	58.1	59.3	53.1	53.1	93.3	62.6	54.0
INSIEME	100.0	57.9	57.3	58.5	62.2	62.5	95.9	67.2	54.6
JESUS	100.0	40.6	51.1	45.1	52.7	43.2	89.2	55.2	48.7
LEI	100.0	58.1	64.9	69.1	51.4	55.9	96.5	65.2	58.8
LINUS	100.0	63.0	64.8	70.1	53.4	58.0	98.4	69.4	60.1
MADRE	100.0	38.5	49.8	48.0	56.0	53.4	89.8	58.0	51.6
MANI DI FATA	100.0	48.2	55.3	53.1	58.1	55.0	91.5	59.8	51.1
MAX	100.0	68.4	70.3	76.0	55.2	59.8	98.6	68.4	60.0
MESSAGGERO DI S.ANTONIO	100.0	40.7	50.6	47.4	54.7	49.4	86.8	55.3	46.8
LA MIA CASA	100.0	44.2	51.1	53.0	58.8	60.3	94.6	63.0	55.3
MILLEIDEE	100.0	51.4	59.1	61.5	54.1	55.2	95.0	64.0	55.7
MODA	100.0	53.1	59.4	60.8	55.1	54.7	93.4	62.3	54.3
MOTOCICLISMO	100.0	58.7	64.6	69.8	49.6	53.6	95.6	64.7	56.9
MUSIC	100.0	67.9	73.1	81.7	45.9	54.1	97.3	69.0	57.6
NATURA OGGI	100.0	52.3	58.6	57.6	57.6	55.1	95.6	65.3	56.0
PESCARRE	100.0	54.8	59.7	59.7	61.0	62.2	95.6	63.1	56.9
PHOTO ITALIANA	100.0	63.7	66.1	69.2	55.4	61.0	98.2	68.8	59.9
IL PIACERE	100.0	62.0	63.2	67.4	57.7	61.6	98.8	69.5	61.2
PLAYMEN	100.0	55.0	60.6	63.3	55.7	56.1	95.8	65.5	56.8
PM	100.0	63.2	64.3	69.4	57.2	62.2	98.5	68.0	58.5
QUATTORRUOTE	100.0	54.4	59.8	61.3	58.4	58.4	95.3	64.3	55.4
QUI TOURING	100.0	50.2	53.4	56.4	56.3	55.4	96.7	65.9	56.4
RAKAM	100.0	44.7	54.0	52.3	55.2	53.3	92.5	61.1	52.8
ROCKSTAR	100.0	71.3	76.0	81.8	49.2	57.6	98.1	68.5	59.2
SALVE	100.0	53.3	57.2	59.1	58.2	58.7	95.9	64.2	55.3
SCIENZA 2000	100.0	52.2	60.5	64.6	52.8	47.4	93.9	65.6	52.1
SCIENZA E VITA NUOVA	100.0	52.6	57.3	61.3	52.0	52.9	95.8	64.7	57.3
LE SCIENZE	100.0	54.7	56.1	59.0	55.2	56.0	96.8	67.8	58.5
SELEZIONE DAL R.DIGEST	100.0	47.6	54.9	54.8	56.3	54.7	93.3	61.9	53.6
STARBENE	100.0	53.6	58.2	59.3	57.6	58.1	95.2	63.5	55.8
STORIA ILLUSTRATA	100.0	46.8	53.1	53.2	54.3	51.3	92.8	61.6	53.1
SUPER GOL	100.0	54.1	63.6	67.0	52.6	53.1	94.0	63.2	54.4
IL TENNIS ITALIANO	100.0	56.2	65.4	69.8	52.3	53.6	95.2	66.9	56.8
TUTTO CUCINA	100.0	47.8	55.7	53.7	58.8	54.6	91.7	60.9	52.9
TUTTO MAGLIA	100.0	52.5	59.3	58.8	57.7	55.7	92.1	62.6	53.5
TUTTO MOTO	100.0	60.6	66.5	72.7	50.2	54.4	96.1	64.4	57.5
TUTTO MUSICA & SPETTACOLO	100.0	64.2	72.9	79.9	45.7	52.3	96.7	66.6	57.2
TUTTO TURISMO	100.0	53.7	58.6	59.9	59.5	58.6	94.5	62.7	55.3
TUTTO UNCINETTO	100.0	51.0	58.4	59.3	56.5	54.8	92.4	62.0	53.1
VELA E MOTORE	100.0	50.0	57.8	58.4	53.3	52.5	94.6	63.5	56.2
VITAL	100.0	64.6	68.9	74.0	49.6	55.2	98.0	65.8	62.5
WEEKEND	100.0	55.2	57.9	61.7	58.8	61.9	96.8	67.8	57.0
ZOOM	100.0	62.4	61.6	69.5	60.4	63.3	98.0	70.3	54.8
DIANA (Quindicinale)	100.0	46.0	54.4	51.5	61.9	55.9	88.9	57.5	49.7

Donne

Lettori ultimo periodo

analisi secondo: ● consumo di alcuni prodotti negli ultimi 3 mesi

(percentuali di penetrazione)

	Totale	succhi di frutta	aranciata	bibite tipo cola	amari	aperitivi analcolici	dentifricio	bagno-schiuma	deodoranti
TOTALE	100.0	41.8	49.4	42.2	30.1	26.5	90.2	61.7	58.8
PERIODICI	100.0	49.3	54.6	49.2	34.2	32.5	95.9	70.2	67.8
SETTIMANALI	100.0	50.2	55.0	50.5	34.6	33.4	96.2	71.1	69.5
ALBO BLITZ.....	100.0	62.6	63.5	60.3	37.1	38.8	98.7	74.7	73.8
AMICA.....	100.0	52.6	54.8	53.2	35.4	37.9	97.7	73.5	70.3
ANNA.....	100.0	49.8	53.4	50.6	34.5	35.9	96.8	71.4	69.2
AUTOSPRINT.....	100.0	57.4	59.0	57.7	34.4	37.8	98.5	74.3	72.5
BELLA.....	100.0	49.1	52.6	49.3	34.6	34.3	96.4	69.7	68.4
CIAO 2001.....	100.0	68.5	70.1	74.9	23.4	32.3	98.4	74.5	74.4
CONFIDENZE.....	100.0	48.9	54.0	49.5	33.8	32.6	95.5	68.9	66.6
DOLLY.....	100.0	68.1	74.3	76.0	22.5	30.9	99.6	75.1	75.8
DOMENICA DEL CORRIERE.....	100.0	43.3	47.2	41.9	33.2	31.3	93.7	65.4	61.1
DOMENICA QUIZ.....	100.0	52.9	54.3	51.6	35.3	35.9	98.0	74.4	70.5
EPOCA.....	100.0	47.6	49.8	48.5	35.2	36.4	96.6	72.0	67.0
L'ESPRESSO.....	100.0	55.7	56.6	56.4	39.5	41.7	98.5	77.0	71.9
EUROPEO.....	100.0	51.1	51.5	50.7	38.0	40.2	97.7	75.0	68.2
EVA EXPRESS.....	100.0	49.8	53.5	49.4	33.5	33.5	95.7	69.2	67.5
FAMIGLIA CRISTIANA.....	100.0	41.8	47.3	40.7	30.4	28.0	91.7	61.6	60.6
GENTE.....	100.0	46.6	50.9	47.1	34.6	33.7	95.2	69.5	65.2
GIOIA.....	100.0	50.7	54.5	51.5	33.0	34.4	96.7	70.8	68.7
IL GIORNALINO.....	100.0	51.3	58.1	56.1	33.6	34.1	97.7	71.0	70.6
GRAND HOTEL.....	100.0	48.4	56.3	50.4	32.2	30.0	95.0	68.3	66.6
GRAZIA.....	100.0	51.5	54.1	52.0	34.6	36.9	97.0	72.2	69.4
GUERIN SPORTIVO.....	100.0	62.6	67.3	69.5	30.4	35.8	99.4	75.9	74.0
GUIDA CUCINA.....	100.0	52.4	57.6	54.7	36.2	36.2	97.9	74.0	70.0
GUIDA TV.....	100.0	50.8	56.5	52.9	32.0	32.6	95.7	69.8	67.9
INTIMITA'.....	100.0	46.6	52.0	47.5	33.7	32.2	95.1	68.2	66.5
INTREPIDO.....	100.0	58.0	63.0	59.7	35.0	35.6	98.7	74.4	71.9
IL MONDO.....	100.0	53.5	51.6	53.2	36.3	46.0	99.6	79.2	76.6
MONDO ECONOMICO.....	100.0	55.7	57.4	58.5	33.6	41.2	99.4	75.4	73.4
IL MONELLO.....	100.0	57.6	60.9	58.8	34.9	36.3	98.6	73.8	71.4
NOVELLA 2000.....	100.0	51.1	55.2	51.6	32.9	33.1	96.0	69.7	68.4
OGGI.....	100.0	46.7	51.4	47.6	34.6	33.7	95.5	69.7	66.0
ONDA TV.....	100.0	50.9	59.8	55.8	30.6	31.6	96.8	70.4	69.5
PANORAMA.....	100.0	55.0	55.6	55.5	37.8	41.1	98.3	76.2	71.1
RADIOCORRIERE TV.....	100.0	46.7	52.8	48.3	33.5	32.6	95.6	69.4	66.0
RAGAZZA IN.....	100.0	64.7	72.5	72.5	22.7	29.3	99.3	73.5	75.5
ROMBO.....	100.0	61.8	63.0	63.1	27.6	37.8	98.5	74.1	71.5
SORRISI E CANZONI TV.....	100.0	51.8	58.4	54.5	32.2	32.5	96.5	70.5	68.8
STARTER.....	100.0	64.6	60.8	57.1	32.0	33.7	97.2	72.2	71.4
STOP.....	100.0	41.9	45.5	40.0	31.0	29.1	91.9	63.2	61.7
TELESETTE.....	100.0	51.2	57.9	53.7	32.6	32.7	96.7	71.2	68.7
TOPOLINO.....	100.0	57.3	61.6	60.5	33.9	36.6	98.4	75.3	73.4

Lettori ultimo periodo

analisi secondo: ● consumo di alcuni prodotti negli ultimi 3 mesi

(percentuali di penetrazione)

	Totale	succhi di frutta	aranciata	bibite tipo cola	amari	aperitivi analcolici	dentifricio	bagno-schiuma	deodoranti
TOTALE	100.0	41.8	49.4	42.2	30.1	26.5	90.2	61.7	58.8
MENSILI	100.0	54.4	57.0	52.5	35.2	36.5	97.1	74.4	69.7
ABITARE	100.0	52.4	53.4	52.6	38.6	41.4	96.9	74.0	69.8
AD	100.0	55.8	56.1	56.7	40.0	45.5	98.5	77.9	74.4
AIRONE	100.0	57.9	56.6	58.3	37.5	42.4	99.0	77.8	74.6
ALTA FEDELTA'	100.0	50.3	54.8	50.9	29.6	32.1	95.1	68.2	64.4
ASTRA	100.0	60.4	60.4	61.4	35.0	41.2	99.2	77.0	74.2
ATLANTE	100.0	57.5	57.6	57.1	37.1	41.7	98.8	76.0	74.3
AUTO CAPITAL	100.0	58.3	58.3	60.1	33.3	43.4	98.8	75.1	73.4
L'AUTOMOBILE	100.0	49.7	53.6	50.7	35.4	35.6	97.7	73.0	69.6
BENISSIMO	100.0	54.1	58.8	56.3	33.9	35.8	98.2	73.2	71.4
BRAVA CASA	100.0	50.3	54.5	52.9	40.0	38.8	97.5	75.7	70.1
CAPITAL	100.0	53.3	53.7	55.1	37.7	44.4	98.7	77.2	74.5
CASAVIVA	100.0	52.7	55.3	54.1	39.3	40.4	98.4	76.3	71.9
100 COSE	100.0	64.9	64.9	67.6	28.9	38.3	98.9	75.1	74.3
CONSIGLI PRATICI	100.0	49.3	54.8	50.6	34.4	33.3	95.9	68.6	68.7
CORTO MALTESE	100.0	68.4	56.9	59.8	49.1	46.6	99.7	77.6	73.7
COSMOPOLITAN	100.0	63.2	60.0	61.7	36.2	43.2	99.1	76.2	74.2
LA CUCINA ITALIANA	100.0	47.7	52.1	48.3	36.7	35.7	97.1	71.2	68.2
DONNAPIU'	100.0	57.7	56.9	56.4	35.7	39.3	97.9	73.6	72.4
ESPANSIONE	100.0	53.7	51.7	53.9	37.5	49.7	98.5	77.6	77.0
FOTOGRAFARE	100.0	55.9	57.9	57.7	36.9	40.1	98.9	78.0	73.0
GARDENIA	100.0	57.0	50.0	49.3	35.8	42.1	98.7	74.3	70.8
GENTE MONEY	100.0	56.9	55.7	57.6	36.5	42.5	98.8	76.8	73.4
GENTE MOTORI	100.0	55.6	59.0	57.7	33.2	36.0	98.2	73.2	72.0
GENTE VIAGGI	100.0	55.8	55.3	56.1	35.7	40.5	98.2	75.5	73.1
GIOIELLI	100.0	52.1	55.0	52.2	34.8	35.0	97.6	71.9	69.6
INSIEME	100.0	60.2	63.2	63.3	38.1	40.9	99.0	77.9	72.3
JESUS	100.0	48.4	53.5	45.3	32.0	33.4	98.1	66.8	69.5
LEI	100.0	64.8	62.3	64.6	31.6	41.7	98.9	74.3	74.8
LINUS	100.0	61.2	59.5	63.2	34.6	41.9	99.5	79.5	76.3
MADRE	100.0	40.9	45.8	41.7	31.4	31.6	94.4	63.6	66.5
MANI DI FATA	100.0	44.8	51.9	45.7	33.3	30.8	95.3	67.4	64.1
MAX	100.0	64.3	64.7	67.2	31.0	41.5	99.5	77.6	75.9
MESSAGGERO DI S.ANTONIO	100.0	42.7	50.1	41.9	29.2	26.2	89.6	60.8	57.1
LA MIA CASA	100.0	45.4	51.8	46.4	35.6	33.8	95.0	69.2	65.3
MILLEIDEE	100.0	51.3	54.8	51.7	35.5	35.4	97.2	71.9	69.1
MODA	100.0	56.1	59.8	57.8	31.9	35.2	97.1	71.7	70.5
MOTOCICLISMO	100.0	62.1	59.4	59.7	34.3	37.4	98.4	74.8	72.8
MUSIC	100.0	69.8	75.4	77.0	23.0	31.9	99.6	75.2	75.5
NATURA OGGI	100.0	55.9	56.1	54.9	36.2	39.2	97.0	73.6	71.2
PESCARE	100.0	53.1	52.8	48.8	39.9	37.5	98.4	73.2	73.5
PHOTO ITALIANA	100.0	61.8	57.0	57.2	41.2	44.3	98.3	78.0	72.4
IL PIACERE	100.0	56.2	54.9	56.9	37.3	44.9	98.5	79.2	77.9
PLAYMEN	100.0	53.9	54.9	52.4	40.5	39.0	98.6	75.5	70.9
PM	100.0	62.5	61.1	62.8	38.0	44.9	99.3	79.1	75.0
QUATTORRUOTE	100.0	55.4	57.8	56.6	35.0	38.2	98.4	74.3	71.7
QUI TOURING	100.0	49.2	50.4	51.6	38.2	43.3	98.3	75.5	72.0
RAKAM	100.0	50.0	63.9	50.9	36.7	36.2	97.5	72.6	68.6
ROCKSTAR	100.0	73.1	74.5	80.8	21.9	32.9	99.8	77.8	76.3
SALVE	100.0	55.2	56.0	55.1	35.3	40.0	98.6	75.4	71.6
SCIENZA 2000	100.0	48.3	56.0	56.8	32.8	31.6	97.8	75.8	64.8
SCIENZA E VITA NUOVA	100.0	55.4	56.3	58.5	32.0	38.9	99.2	76.9	75.0
LE SCIENZE	100.0	53.5	55.1	56.3	38.6	40.7	98.8	79.7	72.7
SELEZIONE DAL R.DIGEST	100.0	50.8	54.1	51.7	34.0	35.6	97.1	71.2	68.8
STARBENE	100.0	54.2	56.1	54.1	35.6	38.9	97.7	73.8	71.6
STORIA ILLUSTRATA	100.0	49.0	51.0	49.6	38.2	39.2	97.4	73.5	68.1
SUPER GOL	100.0	56.7	62.3	59.8	30.0	33.2	98.1	72.6	70.8
IL TENNIS ITALIANO	100.0	56.8	56.1	59.0	36.9	42.8	98.4	78.2	74.6
TUTTO CUCINA	100.0	49.2	55.1	50.2	33.5	32.2	96.4	69.7	68.1
TUTTO MAGLIA	100.0	42.7	51.6	44.6	32.8	28.6	94.9	66.6	65.0
TUTTO MOTO	100.0	62.8	64.0	65.5	30.7	35.9	99.1	75.3	73.5
TUTTO MUSICA & SPETTACOLO	100.0	67.7	72.1	73.9	24.8	33.4	99.5	75.3	75.0
TUTTO TURISMO	100.0	56.8	58.7	57.4	33.7	37.1	97.6	72.7	70.5
TUTTO UNCINETTO	100.0	47.2	55.7	49.1	33.7	29.8	95.5	68.0	66.4
VELA E MOTORE	100.0	45.9	49.7	45.2	37.7	32.6	96.7	70.9	64.4
VITAL	100.0	66.6	64.6	67.6	26.4	41.6	99.0	75.7	75.8
WEEKEND	100.0	59.3	58.1	59.8	38.7	47.1	99.1	80.1	69.8
ZOOM	100.0	63.7	69.9	75.1	36.9	41.2	99.8	78.3	72.3
DIANA (Quindicinale)	100.0	53.6	54.5	48.4	32.0	29.2	95.3	67.0	65.0

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● consumo di alcuni prodotti negli ultimi 3 mesi

(percentuali di penetrazione)

	Totale	succhi di frutta	aranciata	bibite tipo cola	amari	aperitivi analcolici	dentifricio	bagno-schiuma	deodoranti
TOTALE	100.0	35.3	44.3	35.6	33.4	26.2	87.4	57.7	54.7
PERIODICI	100.0	41.5	50.2	42.0	39.2	33.0	95.3	68.2	65.2
SETTIMANALI	100.0	42.1	50.7	43.3	39.6	33.8	95.4	69.5	67.0
ALBO BLITZ.....	100.0	58.3	62.7	59.5	50.6	47.7	94.9	75.5	68.2
AMICA.....	100.0	43.6	48.1	43.8	40.3	36.9	96.9	72.1	68.0
ANNA.....	100.0	41.5	47.4	42.4	38.8	35.2	96.0	69.8	67.0
AUTOSPRINT.....	100.0	51.9	54.3	52.6	45.8	44.8	97.0	74.0	69.1
BELLA.....	100.0	42.3	48.2	42.6	38.9	34.2	95.9	68.8	66.7
CIAO 2001.....	100.0	52.7	52.0	49.9	44.1	41.7	94.4	68.3	67.3
CONFIDENZE.....	100.0	41.4	48.9	41.9	37.9	32.1	94.4	66.6	64.0
DOLLY.....	100.0	44.8	56.5	48.6	38.9	32.2	97.9	70.0	72.3
DOMENICA DEL CORRIERE.....	100.0	37.3	43.3	36.6	38.1	33.5	91.4	62.9	56.8
DOMENICA QUIZ.....	100.0	46.7	50.3	45.4	41.9	37.4	96.7	72.8	67.6
EPOCA.....	100.0	39.5	43.4	40.6	41.7	38.7	94.6	69.3	62.2
L'ESPRESSO.....	100.0	45.7	48.7	47.9	47.9	44.8	96.6	74.3	67.3
EUROPEO.....	100.0	43.1	46.9	44.9	45.9	43.1	94.6	71.6	62.8
EVA EXPRESS.....	100.0	42.2	48.3	41.6	38.4	33.2	94.9	67.4	65.0
FAMIGLIA CRISTIANA.....	100.0	35.2	42.9	34.0	35.1	28.4	90.1	58.9	56.9
GENTE.....	100.0	39.7	45.8	40.2	39.0	34.1	94.1	67.3	62.1
GIOIA.....	100.0	40.9	47.4	41.3	38.4	33.1	95.9	69.1	66.2
IL GIORNALINO.....	100.0	41.6	48.6	44.3	43.4	36.5	97.1	70.7	70.1
GRAND HOTEL.....	100.0	40.1	50.8	42.2	36.5	29.4	93.4	65.5	63.6
GRAZIA.....	100.0	42.1	46.8	42.0	39.7	36.1	96.1	70.4	66.7
GUERIN SPORTIVO.....	100.0	46.5	50.2	52.3	49.7	49.5	96.0	72.4	66.0
GUIDA CUCINA.....	100.0	45.2	52.9	48.0	40.8	36.4	97.3	72.7	67.9
GUIDA TV.....	100.0	41.1	49.3	43.1	38.3	33.2	92.9	66.0	63.7
INTIMITA'.....	100.0	40.1	47.9	41.2	37.5	31.9	94.4	66.8	64.7
INTREPIDO.....	100.0	49.4	55.6	51.3	44.7	39.5	95.6	72.3	68.7
IL MONDO.....	100.0	45.7	46.6	49.0	50.5	49.4	97.1	76.9	71.9
MONDO ECONOMICO.....	100.0	43.5	47.7	47.9	50.2	47.4	95.4	73.4	67.6
IL MONELLO.....	100.0	49.1	54.5	50.2	44.4	39.0	96.6	72.6	68.8
NOVELLA 2000.....	100.0	42.6	49.1	42.7	38.2	33.2	94.5	67.5	65.6
OGGI.....	100.0	40.0	46.5	40.8	39.4	34.6	94.4	68.1	63.1
ONDA TV.....	100.0	40.7	51.8	45.1	38.6	33.3	94.5	68.4	65.9
PANORAMA.....	100.0	45.7	48.8	47.2	46.3	43.8	96.6	74.0	67.1
RADIOCORRIERE TV.....	100.0	38.7	46.2	40.1	39.1	33.7	93.8	66.1	61.9
RAGAZZA IN.....	100.0	43.6	54.4	46.9	39.3	32.0	97.3	69.6	71.7
ROMBO.....	100.0	53.3	51.8	51.8	46.4	46.3	97.6	76.5	70.5
SORRISI E CANZONI TV.....	100.0	41.4	51.4	44.1	38.2	32.2	95.1	67.8	65.7
STARTER.....	100.0	64.4	63.2	60.3	48.2	44.9	93.7	76.3	67.2
STOP.....	100.0	35.7	41.2	33.5	34.7	29.0	90.6	60.5	58.7
TELESETTE.....	100.0	42.6	51.7	45.1	38.5	33.4	95.0	68.5	65.7
TOPOLINO.....	100.0	46.6	53.6	49.9	42.5	38.0	97.5	73.7	71.6

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● consumo di alcuni prodotti negli ultimi 3 mesi

(percentuali di penetrazione)

	Totale	succhi di frutta	aranciata	bibite tipo cola	amari	aperitivi analcolici	dentifricio	bagno-schiuma	deodoranti
TOTALE	100.0	35.3	44.3	35.6	33.4	26.2	87.4	57.7	54.7
MENSILI	100.0	46.0	50.8	43.1	41.3	36.9	97.3	73.3	66.6
ABITARE.....	100.0	43.7	47.6	45.8	45.7	43.2	96.1	72.4	67.0
AD.....	100.0	45.6	49.0	49.7	47.6	48.7	97.5	76.1	70.7
AIRONE.....	100.0	47.2	49.5	48.6	46.5	45.4	97.9	76.6	72.3
ALTA FEDELTA'.....	100.0	48.0	48.7	41.5	40.7	38.6	94.2	66.9	61.8
ASTRA.....	100.0	47.9	50.3	47.7	43.4	41.7	98.2	75.2	72.3
ATLANTE.....	100.0	47.5	49.8	47.8	46.1	43.2	97.6	74.0	71.6
AUTO CAPITAL.....	100.0	47.9	49.5	50.9	47.6	46.1	95.7	74.3	67.4
L'AUTOMOBILE.....	100.0	42.3	48.7	44.2	42.3	38.6	96.1	71.3	66.2
BENISSIMO.....	100.0	44.0	52.4	46.7	39.8	34.6	97.8	71.9	69.0
BRAVA CASA.....	100.0	46.3	51.8	49.6	42.8	39.5	97.1	74.8	69.6
CAPITAL.....	100.0	44.7	47.0	48.8	47.4	47.9	97.3	76.4	70.6
CASAVIVA.....	100.0	47.3	52.3	49.8	43.2	41.0	97.9	75.6	71.1
100 COSE.....	100.0	45.9	51.6	45.8	39.9	36.0	97.3	71.5	68.6
CONSIGLI PRATICI.....	100.0	41.8	49.5	43.4	39.3	34.9	95.3	68.4	67.0
CORTO MALTESE.....	100.0	56.9	49.0	54.2	56.6	51.4	98.9	71.1	69.7
COSMOPOLITAN.....	100.0	51.0	50.5	48.3	45.4	43.1	98.0	75.5	71.6
LA CUCINA ITALIANA.....	100.0	41.6	48.2	42.7	40.6	36.0	96.0	69.6	66.2
DONNAPIU'.....	100.0	47.7	51.2	47.1	41.2	38.2	96.6	71.8	70.8
ESPANSIONE.....	100.0	42.7	44.3	53.4	46.1	51.4	97.5	78.3	70.5
FOTOGRAFARE.....	100.0	48.7	52.2	50.7	45.7	44.9	98.1	77.2	69.7
GARDENIA.....	100.0	48.2	46.1	45.9	40.4	40.5	98.4	70.2	75.8
GENTE MONEY.....	100.0	47.9	48.7	49.6	44.9	44.6	97.6	76.9	72.0
GENTE MOTORI.....	100.0	44.3	50.6	47.1	42.6	39.6	96.2	71.8	67.8
GENTE VIAGGI.....	100.0	46.2	49.3	47.2	43.5	41.7	96.7	74.1	70.7
GIOIELLI.....	100.0	44.1	49.6	44.0	39.9	34.0	97.3	71.3	68.2
INSIEME.....	100.0	56.4	61.5	60.0	42.4	42.2	98.6	78.1	71.8
JESUS.....	100.0	41.7	48.6	35.5	36.7	32.7	95.3	61.6	62.2
LEI.....	100.0	47.1	48.8	45.1	42.1	39.0	97.0	73.5	71.6
LINUS.....	100.0	48.4	48.5	49.3	46.4	44.8	98.8	77.3	74.5
MADRE.....	100.0	36.1	43.8	38.6	36.4	33.3	94.3	64.1	65.6
MANI DI FATA.....	100.0	38.2	47.5	39.2	37.0	30.1	95.1	66.4	62.3
MAX.....	100.0	52.1	52.6	51.3	45.4	43.3	98.4	77.3	75.0
MESSAGGERO DI S.ANTONIO.....	100.0	34.1	44.0	33.8	33.3	26.1	88.1	56.7	53.1
LA MIA CASA.....	100.0	41.6	49.6	44.0	38.1	34.8	94.6	68.3	64.7
MILLEIDEE.....	100.0	43.4	49.8	44.1	39.8	34.8	96.8	70.5	67.4
MODA.....	100.0	42.3	49.8	43.0	38.7	32.9	95.2	68.1	66.0
MOTOCICLISMO.....	100.0	52.1	52.4	51.3	46.9	44.3	94.0	72.1	68.2
MUSIC.....	100.0	58.5	62.8	60.0	47.7	49.5	97.4	77.3	69.1
NATURA OGGI.....	100.0	46.2	51.0	47.5	44.0	40.9	96.1	72.0	68.8
PESCARRE.....	100.0	50.0	54.5	48.1	44.3	45.0	97.4	74.8	72.9
PHOTO ITALIANA.....	100.0	52.7	51.1	50.7	49.8	50.6	97.5	76.2	70.2
IL PIACERE.....	100.0	45.4	46.7	47.4	45.5	48.4	97.5	78.2	74.3
PLAYMEN.....	100.0	51.3	47.6	49.4	54.5	52.6	95.2	70.4	64.2
PM.....	100.0	51.0	52.0	52.0	50.5	49.4	98.4	77.7	70.9
QUATTORRUOTE.....	100.0	45.2	50.6	48.1	44.5	41.7	96.1	72.5	67.0
QUI TOURING.....	100.0	41.9	44.8	44.7	45.8	45.7	97.6	74.2	69.4
RAKAM.....	100.0	43.8	50.0	45.1	40.7	35.5	97.1	72.3	67.2
ROCKSTAR.....	100.0	67.7	67.1	60.3	43.3	49.5	97.5	79.7	75.9
SALVE.....	100.0	46.0	49.4	46.2	41.2	39.8	97.6	74.7	69.5
SCIENZA 2000.....	100.0	32.6	45.3	41.3	40.1	35.1	94.1	70.2	57.2
SCIENZA E VITA NUOVA.....	100.0	41.3	41.6	42.9	46.0	42.9	97.4	74.6	71.4
LE SCIENZE.....	100.0	40.2	41.2	41.4	52.4	47.7	96.8	74.3	66.2
SELEZIONE DAL R.DIGEST.....	100.0	41.5	47.3	42.6	40.5	36.3	95.8	69.5	65.0
STARBENE.....	100.0	45.1	50.1	45.8	40.8	38.0	96.5	72.1	69.5
STORIA ILLUSTRATA.....	100.0	40.0	43.9	41.9	46.0	42.0	93.8	68.7	62.2
SUPER GOL.....	100.0	43.9	49.3	45.9	45.5	42.1	92.6	66.5	61.9
IL TENNIS ITALIANO.....	100.0	47.0	47.0	49.7	49.0	45.3	94.6	71.9	69.8
TUTTO CUCINA.....	100.0	42.7	51.3	44.6	37.1	32.2	95.5	68.2	66.3
TUTTO MAGLIA.....	100.0	37.5	48.2	39.3	35.5	28.3	94.4	64.7	63.9
TUTTO MOTO.....	100.0	50.2	53.4	50.8	43.3	41.8	96.2	74.1	70.3
TUTTO MUSICA & SPETTACOLO.....	100.0	50.1	56.9	52.2	42.3	38.6	97.5	73.5	70.6
TUTTO TURISMO.....	100.0	45.6	51.0	46.7	42.6	38.3	95.9	71.6	69.5
TUTTO UNCINETTO.....	100.0	41.0	51.6	42.8	36.7	29.0	94.9	66.1	64.7
VELA E MOTORE.....	100.0	39.7	45.5	41.4	41.0	35.5	94.4	68.0	60.4
VITAL.....	100.0	51.2	49.1	46.5	39.4	38.6	95.7	72.5	74.3
WEEKEND.....	100.0	44.8	54.2	53.1	47.7	48.0	96.5	75.0	73.4
ZOOM.....	100.0	52.3	50.6	59.9	60.3	63.9	97.0	78.9	71.2
DIANA (Quindicinale).....	100.0	42.7	48.6	39.2	38.8	31.0	89.4	60.5	59.7

Adulti

Lettori ultimo periodo

analisi secondo: ● fruizione di alcuni servizi negli ultimi 12 mesi

(percentuali di penetrazione)

	Totale	polizza assicurazione vita	polizza assicuraz. infortuni	polizza integrativa pensione	viaggio comitiva	fondi di investim.
TOTALE	100.0	8.4	10.6	3.0	17.6	2.9
PERIODICI	100.0	9.9	12.9	3.9	21.9	3.8
SETTIMANALI	100.0	9.7	12.9	3.9	22.4	3.7
ALBO BLITZ.....	100.0	10.0	14.1	3.6	25.3	4.3
AMICA.....	100.0	8.2	11.4	3.3	23.4	3.9
ANNA.....	100.0	7.7	10.5	3.1	21.4	3.9
AUTOSPRINT.....	100.0	12.8	18.3	5.3	25.3	4.8
BELLA.....	100.0	7.0	9.5	2.9	19.9	3.3
CIAO 2001.....	100.0	5.2	9.1	1.9	35.6	2.2
CONFIDENZE.....	100.0	6.3	8.2	2.4	18.8	2.8
DOLLY.....	100.0	2.9	5.0	1.0	34.7	1.1
DOMENICA DEL CORRIERE.....	100.0	12.1	16.2	4.4	19.1	4.7
DOMENICA QUIZ.....	100.0	10.0	14.0	3.5	21.1	4.6
EPOCA.....	100.0	13.5	18.6	5.1	22.5	5.6
L'ESPRESSO.....	100.0	13.8	17.8	5.6	24.1	4.9
EUROPEO.....	100.0	14.0	18.7	5.6	22.9	5.3
EVA EXPRESS.....	100.0	8.1	10.9	3.0	19.9	3.6
FAMIGLIA CRISTIANA.....	100.0	9.0	12.3	3.4	19.2	3.3
GENTE.....	100.0	9.4	12.5	3.5	21.2	4.1
GIOIA.....	100.0	7.3	9.9	3.0	22.2	3.2
IL GIORNALINO.....	100.0	8.9	12.3	3.2	26.1	3.6
GRAND HOTEL.....	100.0	7.4	9.4	2.6	18.4	2.8
GRAZIA.....	100.0	7.7	11.0	3.1	23.0	4.0
GUERIN SPORTIVO.....	100.0	11.0	15.3	4.3	29.1	4.0
GUIDA CUCINA.....	100.0	8.4	10.5	3.3	20.3	3.1
GUIDA TV.....	100.0	8.8	12.0	3.2	21.4	3.3
INTIMITA'.....	100.0	7.1	9.2	2.7	18.5	3.2
INTREPIDO.....	100.0	10.3	13.8	3.6	24.8	3.5
IL MONDO.....	100.0	21.7	27.5	10.0	21.6	7.9
MONDO ECONOMICO.....	100.0	19.6	25.0	8.9	21.0	7.4
IL MONELLO.....	100.0	10.2	13.8	3.8	24.6	3.9
NOVELLA 2000.....	100.0	8.3	11.3	3.1	20.4	3.5
OGGI.....	100.0	10.1	13.5	3.9	20.8	4.3
ONDA TV.....	100.0	8.4	10.7	3.1	22.4	2.7
PANORAMA.....	100.0	13.5	17.8	5.5	24.5	5.0
RADIOCORRIERE TV.....	100.0	9.8	13.1	3.5	22.0	3.8
RAGAZZA IN.....	100.0	3.8	6.3	1.4	33.0	1.5
ROMBO.....	100.0	11.8	16.8	4.9	27.7	4.8
SORRISI E CANZONI TV.....	100.0	8.4	11.0	3.0	22.2	3.1
STARTER.....	100.0	10.3	15.5	3.7	26.6	4.0
STOP.....	100.0	7.4	10.5	2.8	17.8	3.7
TELESETTE.....	100.0	8.8	11.7	3.3	21.8	3.4
TOPOLINO.....	100.0	10.0	13.6	3.8	25.7	3.6

Adulti

Lettori ultimo periodo

analisi secondo: ● fruizione di alcuni servizi negli ultimi 12 mesi

(percentuali di penetrazione)

	Totale	polizza assicurazione vita	polizza assicuraz. infortuni	polizza integrativa pensione	viaggio comitiva	fondi di investim.
TOTALE	100.0	8.4	10.6	3.0	17.6	2.9
MENSILI	100.0	11.2	15.2	4.4	24.9	4.3
ABITARE.....	100.0	13.8	17.8	6.0	22.8	5.4
AD.....	100.0	13.9	18.6	6.0	25.2	5.4
AIRONE.....	100.0	12.5	17.9	5.1	26.0	5.3
ALTA FEDELTA'.....	100.0	9.4	13.8	2.8	29.9	3.6
ASTRA.....	100.0	8.4	11.6	3.2	25.9	3.8
ATLANTE.....	100.0	12.5	17.3	5.2	25.3	5.1
AUTO CAPITAL.....	100.0	15.2	21.8	6.2	24.9	6.1
L'AUTOMOBILE.....	100.0	13.9	18.8	5.2	22.6	5.0
BENISSIMO.....	100.0	5.5	7.0	2.1	21.7	2.4
BRAVA CASA.....	100.0	10.4	13.0	4.6	20.3	4.3
CAPITAL.....	100.0	18.3	23.7	8.2	23.3	7.3
CASAVIVA.....	100.0	11.7	14.9	5.0	21.0	4.7
100 COSE.....	100.0	5.0	7.6	1.8	31.8	2.1
CONSIGLI PRATICI.....	100.0	8.9	11.1	3.1	19.0	4.0
CORTO MALTESE.....	100.0	13.1	17.8	5.2	27.0	5.6
COSMOPOLITAN.....	100.0	8.4	12.9	3.5	26.8	4.0
LA CUCINA ITALIANA.....	100.0	10.3	13.6	4.1	20.5	4.1
DONNAPIU'.....	100.0	7.1	10.1	3.0	23.6	3.3
ESPANSIONE.....	100.0	25.0	30.0	12.3	21.3	8.9
FOTOGRAFARE.....	100.0	13.7	18.8	5.4	23.3	5.1
GARDENIA.....	100.0	12.6	17.7	5.8	24.9	4.9
GENTE MONEY.....	100.0	16.3	22.2	6.8	23.9	6.1
GENTE MOTORI.....	100.0	13.3	18.2	5.1	24.6	4.6
GENTE VIAGGI.....	100.0	13.3	18.5	5.6	24.0	5.4
GIOIELLI.....	100.0	6.6	8.9	2.7	22.4	2.9
INSIEME.....	100.0	9.7	11.3	3.8	18.1	3.7
JESUS.....	100.0	10.3	16.0	4.6	23.9	4.9
LEI.....	100.0	5.9	9.5	2.3	30.7	2.7
LINUS.....	100.0	10.9	15.3	4.0	29.6	4.4
MADRE.....	100.0	8.8	12.7	4.4	17.2	3.5
MANI DI FATA.....	100.0	6.1	6.7	2.2	18.4	2.4
MAX.....	100.0	8.5	13.7	3.4	28.5	4.1
MESSAGGERO DI S.ANTONIO.....	100.0	8.1	9.9	2.7	18.2	2.4
LA MIA CASA.....	100.0	11.0	13.0	4.2	17.4	4.7
MILLEIDEE.....	100.0	6.4	8.4	2.6	21.5	3.0
MODA.....	100.0	6.9	9.7	2.5	24.1	2.7
MOTOCICLISMO.....	100.0	10.1	15.4	3.7	30.4	3.6
MUSIC.....	100.0	3.4	7.1	1.2	36.9	1.5
NATURA OGGI.....	100.0	11.7	15.9	4.4	23.6	4.4
PESCARRE.....	100.0	16.6	23.2	5.8	21.6	5.2
PHOTO ITALIANA.....	100.0	12.2	18.3	4.6	26.2	4.3
IL PIACERE.....	100.0	12.6	18.5	4.6	25.7	6.2
PLAYMEN.....	100.0	14.8	20.7	5.3	24.7	5.0
PM.....	100.0	11.7	16.1	4.9	26.8	4.4
QUATTORRUOTE.....	100.0	13.9	18.8	5.3	23.4	4.7
QUI TOURING.....	100.0	15.2	20.9	6.7	23.6	7.1
RAKAM.....	100.0	7.4	9.1	3.1	21.0	3.3
ROCKSTAR.....	100.0	4.7	9.0	1.6	37.2	2.3
SALVE.....	100.0	10.3	14.0	4.2	23.9	4.4
SCIENZA 2000.....	100.0	5.9	10.3	2.1	30.6	3.0
SCIENZA E VITA NUOVA.....	100.0	9.9	15.1	3.8	29.7	4.9
LE SCIENZE.....	100.0	12.8	16.5	4.7	24.1	5.2
SELEZIONE DAL R.DIGEST.....	100.0	11.2	15.4	4.2	22.6	4.3
STARBENE.....	100.0	9.7	13.0	3.9	22.8	4.1
STORIA ILLUSTRATA.....	100.0	13.0	18.1	4.8	23.1	5.2
SUPER GOL.....	100.0	10.0	13.4	3.2	27.7	3.3
IL TENNIS ITALIANO.....	100.0	11.3	15.7	5.0	28.4	5.7
TUTTO CUCINA.....	100.0	7.3	9.3	2.8	18.4	3.0
TUTTO MAGLIA.....	100.0	6.1	6.8	2.5	16.9	2.3
TUTTO MOTO.....	100.0	8.8	13.8	3.3	31.6	3.4
TUTTO MUSICA & SPETTACOLO.....	100.0	4.5	7.5	1.5	35.2	1.9
TUTTO TURISMO.....	100.0	12.7	17.3	4.8	22.5	4.5
TUTTO UNCINETTO.....	100.0	5.9	6.7	2.2	17.8	2.2
VELA E MOTORE.....	100.0	12.3	18.8	4.3	24.9	5.6
VITAL.....	100.0	5.4	9.4	1.9	34.4	3.0
WEEKEND.....	100.0	12.7	18.9	5.2	24.3	5.6
ZOOM.....	100.0	13.6	18.5	5.9	25.2	4.0
DIANA (Quindicinale).....	100.0	14.0	18.2	5.0	20.0	4.0

Lettori ultimo periodo

analisi secondo: ● fruizione di alcuni servizi negli ultimi 12 mesi

(percentuali di penetrazione)

	Totale	polizza assicurazione vita	polizza assicuraz. infortuni	polizza integrativa pensione	viaggio comitiva	fondi di investim.
TOTALE	100.0	12.7	17.0	4.5	19.4	4.0
PERIODICI	100.0	14.8	20.0	5.9	23.5	5.2
SETTIMANALI	100.0	14.5	20.0	5.7	24.2	4.9
ALBO BLITZ.....	100.0	10.7	15.0	3.7	25.8	4.5
AMICA.....	100.0	17.1	23.4	7.0	23.1	6.0
ANNA.....	100.0	17.0	23.7	6.6	22.2	5.9
AUTOSPRINT.....	100.0	14.1	20.1	5.8	25.8	5.2
BELLA.....	100.0	15.3	22.0	5.8	21.7	5.3
CIAO 2001.....	100.0	7.6	13.3	3.0	32.9	3.1
CONFIDENZE.....	100.0	13.2	19.3	4.8	21.2	4.4
DOLLY.....	100.0	5.9	10.2	1.9	34.5	2.4
DOMENICA DEL CORRIERE.....	100.0	16.2	22.0	5.8	19.8	5.8
DOMENICA QUIZ.....	100.0	13.2	18.2	4.8	21.6	5.6
EPOCA.....	100.0	18.1	25.0	7.1	21.9	6.6
L'ESPRESSO.....	100.0	17.7	22.6	7.3	23.6	5.6
EUROPEO.....	100.0	16.9	22.6	7.0	22.8	5.9
EVA EXPRESS.....	100.0	15.3	21.3	5.6	21.8	5.5
FAMIGLIA CRISTIANA.....	100.0	13.9	20.1	5.1	20.9	4.6
GENTE.....	100.0	14.8	20.6	5.6	23.0	5.4
GIOIA.....	100.0	15.2	21.3	5.9	23.4	5.4
IL GIORNALINO.....	100.0	12.6	17.8	4.9	29.8	4.0
GRAND HOTEL.....	100.0	12.0	16.3	3.9	20.5	4.0
GRAZIA.....	100.0	16.6	23.2	6.4	23.0	6.0
GUERIN SPORTIVO.....	100.0	11.8	16.5	4.6	29.0	4.2
GUIDA CUCINA.....	100.0	18.2	23.2	6.8	22.3	5.2
GUIDA TV.....	100.0	12.3	17.7	4.5	22.8	4.3
INTIMITA'.....	100.0	14.8	21.1	5.4	21.2	5.1
INTREPIDO.....	100.0	11.5	15.5	4.0	25.6	3.8
IL MONDO.....	100.0	24.8	30.9	11.6	20.7	8.3
MONDO ECONOMICO.....	100.0	22.5	28.7	10.5	19.7	8.2
IL MONELLO.....	100.0	12.3	16.9	4.5	25.6	4.5
NOVELLA 2000.....	100.0	14.5	19.9	5.0	22.1	4.9
OGGI.....	100.0	15.7	21.6	6.0	21.9	5.6
ONDA TV.....	100.0	12.1	16.6	4.6	24.6	3.7
PANORAMA.....	100.0	17.5	22.9	7.3	24.0	5.7
RADIOCORRIERE TV.....	100.0	13.1	18.3	4.7	23.3	4.7
RAGAZZA IN.....	100.0	7.7	11.7	2.8	34.6	2.8
ROMBO.....	100.0	12.4	17.6	5.2	27.4	5.0
SORRISI E CANZONI TV.....	100.0	12.6	17.4	4.4	24.2	4.2
STARTER.....	100.0	10.8	16.1	3.8	26.5	4.1
STOP.....	100.0	13.1	19.0	4.6	20.7	5.1
TELESETTE.....	100.0	12.1	16.6	4.5	23.6	4.4
TOPOLINO.....	100.0	13.8	19.3	5.2	27.3	4.4

Lettori ultimo periodo

analisi secondo: ● fruizione di alcuni servizi negli ultimi 12 mesi

(percentuali di penetrazione)

	Totale	polizza assicurazione vita	polizza assicuraz. infortuni	polizza integrativa pensione	viaggio comitiva	fondi di investim.
TOTALE	100.0	12.7	17.0	4.5	19.4	4.0
MENSILI	100.0	16.5	22.5	6.5	26.0	5.9
ABITARE.....	100.0	21.1	26.1	9.1	21.8	6.4
AD.....	100.0	21.2	26.9	9.5	25.2	6.1
AIRONE.....	100.0	17.6	24.6	7.4	24.8	6.1
ALTA FEDELTA'.....	100.0	10.3	15.2	3.0	30.6	3.9
ASTRA.....	100.0	15.4	20.5	6.1	24.0	5.3
ATLANTE.....	100.0	17.3	23.1	7.0	25.2	5.8
AUTO CAPITAL.....	100.0	16.8	23.8	6.9	24.9	6.6
L'AUTOMOBILE.....	100.0	16.5	22.6	6.2	22.9	5.6
BENISSIMO.....	100.0	10.8	15.8	4.1	29.3	4.0
BRAVA CASA.....	100.0	21.0	25.6	9.5	22.6	6.0
CAPITAL.....	100.0	23.2	29.3	10.6	23.2	8.0
CASAVIVA.....	100.0	21.0	26.5	9.1	21.4	6.4
100 COSE.....	100.0	11.7	17.7	4.6	30.9	4.2
CONSIGLI PRATICI.....	100.0	21.7	27.1	6.2	22.9	6.6
CORTO MALTESE.....	100.0	16.6	22.3	7.0	25.6	5.8
COSMOPOLITAN.....	100.0	16.4	22.9	6.9	26.2	5.8
LA CUCINA ITALIANA.....	100.0	17.7	24.2	6.8	22.3	5.5
DONNAPIU'.....	100.0	16.8	23.1	6.9	23.2	5.5
ESPANSIONE.....	100.0	30.6	35.4	14.9	21.1	9.9
FOTOGRAFARE.....	100.0	15.8	21.6	6.3	23.6	5.6
GARDENIA.....	100.0	20.5	26.1	8.8	24.5	5.9
GENTE MONEY.....	100.0	21.2	26.2	8.7	23.4	7.0
GENTE MOTORI.....	100.0	15.1	20.7	5.8	24.9	5.1
GENTE VIAGGI.....	100.0	17.5	23.9	7.4	24.0	6.4
GIOIELLI.....	100.0	14.2	20.4	5.1	25.0	4.7
INSIEME.....	100.0	19.2	22.9	7.2	17.9	5.0
JESUS.....	100.0	15.3	24.8	5.4	23.6	7.1
LEI.....	100.0	12.9	19.9	4.9	29.2	4.8
LINUS.....	100.0	14.4	19.9	5.8	29.0	5.0
MADRE.....	100.0	15.7	23.8	6.8	22.6	5.1
MANI DI FATA.....	100.0	14.0	18.3	5.2	20.4	4.9
MAX.....	100.0	11.0	17.2	4.3	27.2	5.3
MESSAGGERO DI S.ANTONIO.....	100.0	14.1	18.5	4.8	20.1	4.0
LA MIA CASA.....	100.0	20.0	23.5	7.3	21.1	6.6
MILLEIDEE.....	100.0	15.1	20.8	5.6	25.6	4.8
MODA.....	100.0	12.6	18.4	4.3	24.5	4.3
MOTOCICLISMO.....	100.0	10.7	16.2	3.9	31.0	3.8
MUSIC.....	100.0	4.8	9.8	1.7	36.7	2.1
NATURA OGGI.....	100.0	16.4	22.5	6.4	23.5	5.2
PESCARRE.....	100.0	17.8	24.8	6.1	22.0	5.4
PHOTO ITALIANA.....	100.0	14.8	21.4	5.5	26.8	4.6
IL PIACERE.....	100.0	17.1	23.7	6.9	24.2	6.9
PLAYMEN.....	100.0	15.4	21.7	5.5	25.1	5.2
PM.....	100.0	16.0	21.4	6.9	25.5	5.3
QUATTORRUOTE.....	100.0	15.8	21.3	6.0	23.6	5.2
QUI TOURING.....	100.0	20.9	27.9	9.7	22.1	8.1
RAKAM.....	100.0	17.3	22.2	7.0	22.4	6.1
ROCKSTAR.....	100.0	6.1	11.1	2.1	34.8	3.0
SALVE.....	100.0	17.2	23.1	7.3	22.9	6.1
SCIENZA 2000.....	100.0	6.9	12.3	2.6	31.2	3.4
SCIENZA E VITA NUOVA.....	100.0	12.8	19.5	5.2	29.6	5.6
LE SCIENZE.....	100.0	15.4	19.8	6.1	22.8	5.5
SELEZIONE DAL R.DIGEST.....	100.0	16.4	22.9	6.1	23.1	5.7
STARBENE.....	100.0	16.3	22.4	6.7	23.6	5.6
STORIA ILLUSTRATA.....	100.0	15.5	21.8	6.0	22.5	5.6
SUPER GOL.....	100.0	10.5	14.1	3.3	28.0	3.4
IL TENNIS ITALIANO.....	100.0	12.6	17.3	5.6	29.5	6.1
TUTTO CUCINA.....	100.0	13.8	19.6	4.7	20.9	4.8
TUTTO MAGLIA.....	100.0	13.0	17.4	4.6	22.1	4.3
TUTTO MOTO.....	100.0	9.6	15.0	3.6	31.8	3.7
TUTTO MUSICA & SPETTACOLO.....	100.0	6.3	10.6	2.1	36.1	2.6
TUTTO TURISMO.....	100.0	16.3	22.1	6.1	21.8	5.5
TUTTO UNCINETTO.....	100.0	13.3	17.9	4.4	22.8	3.8
VELA E MOTORE.....	100.0	14.1	22.2	5.1	25.7	5.8
VITAL.....	100.0	10.2	19.0	3.8	28.2	4.7
WEEKEND.....	100.0	17.0	23.7	6.1	22.7	7.2
ZOOM.....	100.0	14.8	20.1	5.8	24.3	4.3
DIANA (Quindicinale).....	100.0	16.4	21.0	5.6	20.0	4.5

Donne

Lettori ultimo periodo

analisi secondo: ● fruizione di alcuni servizi negli ultimi 12 mesi

(percentuali di penetrazione)

	Totale	polizza assicurazione vita	polizza assicuraz. infortuni	polizza integrativa pensione	viaggio comitiva	fondi di investim.
TOTALE	100.0	4.4	4.7	1.7	15.9	1.9
PERIODICI	100.0	5.2	6.2	2.1	20.3	2.4
SETTIMANALI	100.0	5.2	6.4	2.3	20.6	2.6
ALBO BLITZ.....	100.0	4.2	6.4	1.9	20.0	2.3
AMICA.....	100.0	5.9	8.3	2.4	23.5	3.3
ANNA.....	100.0	5.8	7.8	2.4	21.3	3.5
AUTOSPRINT.....	100.0	5.7	8.3	2.6	22.5	2.5
BELLA.....	100.0	5.7	7.4	2.5	19.6	3.0
CIAO 2001.....	100.0	2.5	4.4	.7	38.6	1.1
CONFIDENZE.....	100.0	4.8	5.7	1.9	18.3	2.4
DOLLY.....	100.0	2.2	3.6	.7	34.8	.8
DOMENICA DEL CORRIERE.....	100.0	4.9	6.1	1.9	18.1	2.9
DOMENICA QUIZ.....	100.0	5.5	7.8	1.8	20.4	3.1
EPOCA.....	100.0	5.8	7.8	2.0	23.4	4.0
L'ESPRESSO.....	100.0	6.1	8.0	2.0	25.2	3.5
EUROPEO.....	100.0	5.8	7.7	1.8	23.2	3.7
EVA EXPRESS.....	100.0	4.9	6.3	1.9	19.0	2.8
FAMIGLIA CRISTIANA.....	100.0	4.4	5.3	1.9	17.6	2.1
GENTE.....	100.0	5.4	6.7	2.0	20.0	3.2
GIOIA.....	100.0	5.4	7.2	2.3	21.9	2.7
IL GIORNALINO.....	100.0	5.7	7.4	1.8	22.7	3.2
GRAND HOTEL.....	100.0	4.4	4.9	1.7	17.1	2.0
GRAZIA.....	100.0	5.3	7.7	2.2	23.0	3.5
GUERIN SPORTIVO.....	100.0	3.8	5.3	1.4	30.4	1.9
GUIDA CUCINA.....	100.0	5.5	6.8	2.2	19.8	2.5
GUIDA TV.....	100.0	4.7	5.3	1.7	19.9	2.2
INTIMITA'.....	100.0	5.1	6.2	2.1	17.8	2.7
INTREPIDO.....	100.0	5.2	6.6	2.0	21.7	2.2
IL MONDO.....	100.0	7.7	12.1	2.8	25.3	6.1
MONDO ECONOMICO.....	100.0	6.5	8.9	2.2	27.0	3.7
IL MONELLO.....	100.0	5.2	6.4	1.9	22.3	2.3
NOVELLA 2000.....	100.0	4.9	6.6	2.0	19.4	2.7
OGGI.....	100.0	5.6	7.0	2.2	20.0	3.2
ONDA TV.....	100.0	4.8	4.9	1.7	20.2	1.8
PANORAMA.....	100.0	5.8	8.0	2.0	25.4	3.5
RADIOCORRIERE TV.....	100.0	5.2	6.0	1.8	20.3	2.6
RAGAZZA IN.....	100.0	2.4	4.3	.9	32.5	1.0
ROMBO.....	100.0	4.4	7.8	1.8	30.9	1.9
SORRISI E CANZONI TV.....	100.0	4.8	5.5	1.8	20.4	2.1
STARTER.....	100.0	3.3	6.9	1.8	27.5	2.1
STOP.....	100.0	4.1	5.6	1.7	16.2	2.8
TELESETTE.....	100.0	4.6	5.4	1.7	19.5	2.1
TOPOLINO.....	100.0	5.3	6.9	2.0	23.7	2.6

Donne

Lettori ultimo periodo

analisi secondo: ● fruizione di alcuni servizi negli ultimi 12 mesi

(percentuali di penetrazione)

	Totale	polizza assicurazione vita	polizza assicuraz. infortuni	polizza integrativa pensione	viaggio comitiva	fondi di investim.
TOTALE	100.0	4.4	4.7	1.7	15.9	1.9
MENSILI	100.0	5.4	7.3	2.2	23.7	2.5
ABITARE.....	100.0	5.5	8.2	2.4	23.8	4.1
AD.....	100.0	6.1	9.7	2.1	25.2	4.7
AIRONE.....	100.0	5.6	9.0	2.1	27.6	4.2
ALTA FEDELTA'.....	100.0	4.1	5.6	1.5	25.6	2.0
ASTRA.....	100.0	5.3	7.7	2.0	26.6	3.2
ATLANTE.....	100.0	5.5	8.8	2.6	25.5	3.9
AUTO CAPITAL.....	100.0	5.8	9.7	2.0	25.0	3.4
L'AUTOMOBILE.....	100.0	6.0	7.7	2.3	21.6	3.2
BENISSIMO.....	100.0	5.1	6.3	2.0	21.2	2.3
BRAVA CASA.....	100.0	6.7	8.6	2.8	19.5	3.8
CAPITAL.....	100.0	7.1	11.0	2.8	23.5	5.5
CASAVIVA.....	100.0	6.8	8.8	2.9	20.8	3.9
100 COSE.....	100.0	3.5	5.4	1.2	32.1	1.6
CONSIGLI PRATICI.....	100.0	5.4	6.9	2.3	18.0	3.3
CORTO MALTESE.....	100.0	5.7	8.3	1.3	29.9	5.1
COSMOPOLITAN.....	100.0	4.8	8.4	2.0	27.0	3.2
LA CUCINA ITALIANA.....	100.0	6.1	7.6	2.5	19.6	3.3
DONNAPIU'.....	100.0	5.2	7.4	2.2	23.6	2.8
ESPANSIONE.....	100.0	7.3	12.8	4.0	22.0	5.7
FOTOGRAFARE.....	100.0	6.4	8.9	2.1	22.3	3.3
GARDENIA.....	100.0	6.3	9.3	3.3	25.2	4.1
GENTE MONEY.....	100.0	6.2	9.8	2.7	24.7	4.1
GENTE MOTORI.....	100.0	5.2	6.9	2.2	23.2	2.5
GENTE VIAGGI.....	100.0	6.0	9.0	2.5	24.2	3.7
GIOIELLI.....	100.0	5.7	7.6	2.4	22.1	2.7
INSIEME.....	100.0	6.0	6.9	2.4	18.2	3.2
JESUS.....	100.0	4.7	6.0	3.7	24.2	2.3
LEI.....	100.0	4.3	7.2	1.7	31.1	2.3
LINUS.....	100.0	5.9	8.7	1.5	30.3	3.5
MADRE.....	100.0	5.1	6.7	3.0	14.3	2.6
MANI DI FATA.....	100.0	5.4	5.8	2.0	18.2	2.2
MAX.....	100.0	3.8	7.2	1.6	30.9	2.0
MESSAGGERO DI S.ANTONIO.....	100.0	3.9	3.8	1.3	16.9	1.3
LA MIA CASA.....	100.0	5.4	6.4	2.2	15.1	3.6
MILLEIDEE.....	100.0	5.5	7.1	2.3	21.1	2.8
MODA.....	100.0	4.4	6.0	1.7	23.9	2.0
MOTOCICLISMO.....	100.0	4.3	7.6	2.0	25.1	2.2
MUSIC.....	100.0	1.7	3.8	.5	37.1	.8
NATURA OGGI.....	100.0	5.2	6.9	1.6	23.7	3.4
PESCARRE.....	100.0	5.9	9.2	3.0	18.3	3.1
PHOTO ITALIANA.....	100.0	5.2	10.0	2.0	24.7	3.4
IL PIACERE.....	100.0	6.7	11.6	1.6	27.6	5.2
PLAYMEN.....	100.0	5.8	7.1	1.9	19.8	2.9
PM.....	100.0	5.1	8.3	2.0	28.9	3.1
QUATTORRUOTE.....	100.0	5.6	7.3	2.2	22.5	2.6
QUI TOURING.....	100.0	6.7	10.4	2.1	25.9	5.7
RAKAM.....	100.0	6.4	7.8	2.7	20.9	3.0
ROCKSTAR.....	100.0	1.6	4.1	.3	42.8	.9
SALVE.....	100.0	6.1	8.4	2.3	24.5	3.3
SCIENZA 2000.....	100.0	3.3	5.2	.9	28.9	1.9
SCIENZA E VITA NUOVA.....	100.0	5.6	8.4	1.6	29.8	3.9
LE SCIENZE.....	100.0	6.6	8.2	1.2	27.3	4.5
SELEZIONE DAL R.DIGEST.....	100.0	5.4	7.0	2.1	21.9	2.9
STARBENE.....	100.0	5.9	7.7	2.3	22.3	3.2
STORIA ILLUSTRATA.....	100.0	6.1	8.0	1.6	24.8	4.2
SUPER GOL.....	100.0	4.4	5.6	1.7	24.3	1.8
IL TENNIS ITALIANO.....	100.0	5.6	9.3	2.8	23.8	4.2
TUTTO CUCINA.....	100.0	5.0	5.7	2.2	17.5	2.4
TUTTO MAGLIA.....	100.0	5.1	5.2	2.2	16.1	2.0
TUTTO MOTO.....	100.0	4.0	6.5	2.0	29.8	1.8
TUTTO MUSICA & SPETTACOLO.....	100.0	2.7	4.4	.8	34.3	1.2
TUTTO TURISMO.....	100.0	5.5	7.9	2.3	23.8	2.5
TUTTO UNCINETTO.....	100.0	5.0	5.3	1.9	17.2	2.0
VELA E MOTORE.....	100.0	6.5	7.8	1.6	22.1	4.9
VITAL.....	100.0	3.4	5.3	1.1	37.0	2.3
WEEKEND.....	100.0	4.9	10.1	3.6	27.3	2.7
ZOOM.....	100.0	4.0	5.8	6.8	32.0	2.0
DIANA (Quindicinale).....	100.0	3.7	6.0	2.3	20.1	1.8

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● fruizione di alcuni servizi negli ultimi 12 mesi

(percentuali di penetrazione)

	Totale	polizza assicurazione vita	polizza assicuraz. infortuni	polizza integrativa pensione	viaggio comitiva	fondi di investim.
TOTALE	100.0	5.6	6.1	2.4	12.2	2.4
PERIODICI	100.0	7.3	8.7	3.3	15.9	3.3
SETTIMANALI	100.0	7.0	8.8	3.4	16.3	3.4
ALBO BLITZ.....	100.0	11.1	15.2	5.3	20.5	4.0
AMICA.....	100.0	7.9	10.7	3.7	17.7	4.8
ANNA.....	100.0	7.4	9.5	3.5	16.3	4.8
AUTOSPRINT.....	100.0	12.0	16.2	5.4	16.7	3.9
BELLA.....	100.0	6.9	8.8	3.3	14.8	4.0
CIAO 2001.....	100.0	8.9	12.7	4.6	19.1	3.6
CONFIDENZE.....	100.0	6.0	7.0	2.5	13.3	3.1
DOLLY.....	100.0	7.0	7.8	2.8	12.7	2.6
DOMENICA DEL CORRIERE.....	100.0	7.0	9.2	2.7	15.5	3.6
DOMENICA QUIZ.....	100.0	8.2	10.6	2.8	15.6	4.2
EPOCA.....	100.0	8.2	11.5	3.1	19.3	5.2
L'ESPRESSO.....	100.0	10.8	13.5	5.4	21.1	5.4
EUROPEO.....	100.0	9.5	12.9	4.1	20.6	4.9
EVA EXPRESS.....	100.0	6.6	8.1	2.7	14.2	3.7
FAMIGLIA CRISTIANA.....	100.0	5.7	7.0	2.7	13.3	2.8
GENTE.....	100.0	7.1	8.8	2.9	15.9	4.1
GIOIA.....	100.0	7.3	9.1	3.5	15.5	3.9
IL GIORNALINO.....	100.0	8.2	10.4	3.0	13.8	4.6
GRAND HOTEL.....	100.0	6.0	6.3	2.4	12.1	2.5
GRAZIA.....	100.0	7.1	9.7	3.4	17.2	5.0
GUERIN SPORTIVO.....	100.0	14.7	18.1	5.8	19.6	3.4
GUIDA CUCINA.....	100.0	7.5	8.9	3.2	14.9	3.4
GUIDA TV.....	100.0	6.8	8.1	2.7	13.7	3.1
INTIMITA'.....	100.0	6.4	7.6	2.7	13.6	3.4
INTREPIDO.....	100.0	8.8	11.0	3.6	15.3	3.4
IL MONDO.....	100.0	16.0	22.2	8.5	23.3	8.8
MONDO ECONOMICO.....	100.0	14.7	19.6	7.8	25.0	5.8
IL MONELLO.....	100.0	8.3	10.1	3.5	15.9	3.7
NOVELLA 2000.....	100.0	7.0	8.9	2.9	14.0	3.5
OGGI.....	100.0	7.3	9.1	3.1	16.0	4.2
ONDA TV.....	100.0	7.2	7.9	3.0	12.1	2.7
PANORAMA.....	100.0	10.2	12.9	4.8	20.5	5.5
RADIOCORRIERE TV.....	100.0	7.0	8.5	2.9	15.8	3.5
RAGAZZA IN.....	100.0	6.6	7.5	3.2	11.6	3.2
ROMBO.....	100.0	13.6	19.2	5.5	15.2	3.8
SORRISI E CANZONI TV.....	100.0	7.0	7.6	2.9	13.3	3.0
STARTER.....	100.0	10.4	16.0	4.7	15.5	3.1
STOP.....	100.0	5.3	7.1	2.3	13.1	3.5
TELESETTE.....	100.0	6.9	8.0	3.0	14.0	3.0
TOPOLINO.....	100.0	8.7	10.5	3.7	14.8	4.3

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● fruizione di alcuni servizi negli ultimi 12 mesi

(percentuali di penetrazione)

	Totale	polizza assicurazione vita	polizza assicuraz. infortuni	polizza integrativa pensione	viaggio comitiva	fondi di investim.
TOTALE	100.0	5.6	6.1	2.4	12.2	2.4
MENSILI	100.0	7.8	9.8	3.6	18.0	4.0
ABITARE.....	100.0	9.0	11.9	5.1	21.4	6.2
AD.....	100.0	11.2	14.6	5.0	21.0	7.0
AIRONE.....	100.0	10.0	14.3	4.6	18.8	6.8
ALTA FEDELTA'.....	100.0	8.9	13.0	3.3	16.4	2.7
ASTRA.....	100.0	8.9	12.2	4.0	18.3	5.8
ATLANTE.....	100.0	9.3	13.3	5.4	19.6	6.0
AUTO CAPITAL.....	100.0	14.2	21.2	5.5	18.2	5.5
L'AUTOMOBILE.....	100.0	9.5	12.2	3.9	17.4	4.4
BENISSIMO.....	100.0	6.8	7.9	3.1	14.6	3.4
BRAVA CASA.....	100.0	8.2	10.4	4.0	17.4	4.6
CAPITAL.....	100.0	13.6	18.3	5.8	20.0	7.1
CASAVIVA.....	100.0	8.8	11.0	4.2	17.6	5.0
100 COSE.....	100.0	7.3	9.5	3.7	15.9	4.1
CONSIGLI PRATICI.....	100.0	7.6	9.3	2.9	13.8	3.9
CORTO MALTESE.....	100.0	12.3	16.3	5.7	23.0	7.9
COSMOPOLITAN.....	100.0	8.2	13.4	4.4	19.1	6.0
LA CUCINA ITALIANA.....	100.0	7.6	10.0	3.4	16.7	4.1
DONNAPIU'.....	100.0	7.2	9.7	3.7	16.4	4.5
ESPANSIONE.....	100.0	18.5	23.6	8.4	20.0	6.8
FOTOGRAFARE.....	100.0	11.2	14.2	4.3	17.5	4.9
GARDENIA.....	100.0	7.7	11.0	5.2	16.7	6.1
GENTE MONEY.....	100.0	11.1	16.1	5.1	18.7	6.4
GENTE MOTORI.....	100.0	10.7	13.5	4.7	15.8	3.9
GENTE VIAGGI.....	100.0	10.3	14.2	5.1	17.0	6.0
GIOIELLI.....	100.0	7.5	9.2	3.5	15.8	3.8
INSIEME.....	100.0	7.4	8.3	3.4	13.5	4.1
JESUS.....	100.0	7.0	13.3	5.7	21.2	3.2
LEI.....	100.0	7.6	12.1	4.7	17.8	5.5
LINUS.....	100.0	10.6	14.0	4.5	19.3	7.1
MADRE.....	100.0	6.5	8.4	3.9	11.3	3.2
MANI DI FATA.....	100.0	6.5	6.7	2.8	14.0	2.9
MAX.....	100.0	9.8	15.2	5.8	17.7	6.2
MESSAGGERO DI S.ANTONIO.....	100.0	5.2	5.4	2.1	12.1	1.9
LA MIA CASA.....	100.0	7.3	8.4	2.8	12.9	4.3
MILLEIDEE.....	100.0	7.1	8.5	3.2	15.5	3.8
MODA.....	100.0	6.8	8.4	3.2	14.8	3.5
MOTOCICLISMO.....	100.0	11.7	16.9	5.1	17.2	3.9
MUSIC.....	100.0	7.6	10.4	3.6	21.5	2.7
NATURA OGGI.....	100.0	8.5	10.7	3.6	16.7	5.5
PESCARRE.....	100.0	15.0	20.1	5.0	15.5	4.5
PHOTO ITALIANA.....	100.0	12.9	19.1	5.0	19.5	4.9
IL PIACERE.....	100.0	11.6	17.1	3.8	19.1	8.8
PLAYMEN.....	100.0	16.2	23.0	4.7	18.7	4.1
PM.....	100.0	11.8	15.8	6.9	21.9	6.2
QUATTORRUOTE.....	100.0	10.7	13.7	4.7	16.8	4.0
QUI TOURING.....	100.0	9.7	14.5	3.9	21.4	7.7
RAKAM.....	100.0	7.9	9.1	3.7	16.4	3.8
ROCKSTAR.....	100.0	7.9	13.7	3.7	25.1	3.0
SALVE.....	100.0	8.5	11.6	4.1	18.4	5.0
SCIENZA 2000.....	100.0	5.8	8.4	1.8	17.5	3.6
SCIENZA E VITA NUOVA.....	100.0	8.7	13.4	3.0	20.4	6.4
LE SCIENZE.....	100.0	10.2	11.9	3.5	19.4	6.2
SELEZIONE DAL R.DIGEST.....	100.0	8.0	10.2	3.3	16.0	4.0
STARBENE.....	100.0	8.5	10.8	3.9	16.3	4.7
STORIA ILLUSTRATA.....	100.0	8.6	12.2	3.7	22.3	5.2
SUPER GOL.....	100.0	10.6	14.1	3.6	16.6	3.1
IL TENNIS ITALIANO.....	100.0	13.4	16.4	8.3	23.2	5.0
TUTTO CUCINA.....	100.0	6.5	7.2	2.8	13.6	3.0
TUTTO MAGLIA.....	100.0	6.1	6.1	2.8	13.2	2.5
TUTTO MOTO.....	100.0	9.6	13.6	4.5	16.8	3.4
TUTTO MUSICA & SPETTACOLO.....	100.0	7.7	10.4	3.1	14.6	3.6
TUTTO TURISMO.....	100.0	8.9	12.0	4.8	16.1	4.8
TUTTO UNCINETTO.....	100.0	6.1	6.1	2.5	13.0	2.5
VELA E MOTORE.....	100.0	8.7	12.6	2.8	19.1	5.9
VITAL.....	100.0	7.6	13.0	4.1	19.3	7.3
WEEKEND.....	100.0	10.6	19.2	7.1	18.8	4.3
ZOOM.....	100.0	16.1	20.8	17.0	33.0	2.8
DIANA (Quindicinale).....	100.0	7.3	10.0	4.0	15.3	2.9

Adulti

Lettori ultimo periodo

analisi secondo: ● possesso od acquisto di alcuni beni negli ultimi 12 mesi

(percentuali di penetrazione)

	Totale	autoradio	calcolatrici	dischi	pellicole per foto	seconda automobile
TOTALE	100.0	35.8	9.9	19.8	36.5	26.8
PERIODICI	100.0	42.6	12.5	25.5	45.6	31.8
SETTIMANALI	100.0	43.0	12.5	26.1	46.5	31.9
ALBO BLITZ.....	100.0	52.6	15.2	30.9	50.7	36.2
AMICA.....	100.0	44.5	12.3	29.8	51.6	38.9
ANNA.....	100.0	41.9	11.3	27.6	48.2	36.0
AUTOSPRINT.....	100.0	56.3	14.8	34.0	54.6	41.4
BELLA.....	100.0	41.3	10.7	24.3	45.6	33.4
CIAO 2001.....	100.0	54.0	12.6	42.8	50.5	41.6
CONFIDENZE.....	100.0	37.3	10.6	22.2	42.7	27.9
DOLLY.....	100.0	46.3	13.1	35.1	46.4	34.2
DOMENICA DEL CORRIERE.....	100.0	40.1	11.8	22.2	43.4	30.9
DOMENICA QUIZ.....	100.0	46.0	12.8	28.6	54.4	33.9
EPOCA.....	100.0	43.8	14.0	28.7	52.0	35.5
L'ESPRESSO.....	100.0	48.3	15.2	35.4	58.2	39.8
EUROPEO.....	100.0	47.2	14.9	32.8	56.0	37.9
EVA EXPRESS.....	100.0	41.5	10.9	25.3	45.5	30.6
FAMIGLIA CRISTIANA.....	100.0	37.6	10.7	20.2	38.6	31.0
GENTE.....	100.0	40.9	11.8	25.9	45.3	32.2
GIOIA.....	100.0	42.3	11.5	27.0	46.6	35.7
IL GIORNALINO.....	100.0	42.4	15.3	29.3	48.4	33.8
GRAND HOTEL.....	100.0	39.0	10.4	21.3	40.8	27.0
GRAZIA.....	100.0	42.3	11.7	29.1	49.6	36.9
GUERIN SPORTIVO.....	100.0	53.7	17.1	37.3	53.5	39.2
GUIDA CUCINA.....	100.0	44.0	11.9	27.2	52.1	33.1
GUIDA TV.....	100.0	41.1	12.3	26.4	45.6	28.6
INTIMITA'.....	100.0	37.9	10.5	21.7	43.0	28.2
INTREPIDO.....	100.0	49.2	15.1	29.7	49.6	33.6
IL MONDO.....	100.0	55.1	19.7	41.5	68.0	47.5
MONDO ECONOMICO.....	100.0	53.6	17.5	35.1	61.4	41.7
IL MONELLO.....	100.0	49.3	14.1	31.0	51.3	35.4
NOVELLA 2000.....	100.0	41.4	11.3	25.1	45.0	29.9
OGGI.....	100.0	41.5	12.0	25.8	46.3	33.0
ONDA TV.....	100.0	42.2	13.0	28.2	45.1	28.0
PANORAMA.....	100.0	49.9	15.0	35.9	59.1	42.1
RADIOCORRIERE TV.....	100.0	41.3	12.5	26.8	45.4	31.9
RAGAZZA IN.....	100.0	45.3	13.4	33.9	45.5	32.9
ROMBO.....	100.0	57.6	13.8	35.5	51.8	44.4
SORRISI E CANZONI TV.....	100.0	43.9	12.3	26.9	46.2	32.6
STARTER.....	100.0	59.1	13.6	34.3	49.4	44.5
STOP.....	100.0	35.0	9.4	20.4	37.2	25.5
TELESETTE.....	100.0	43.9	12.6	27.6	48.1	30.4
TOPOLINO.....	100.0	47.7	14.8	33.2	54.2	36.8

Adulti

Lettori ultimo periodo

analisi secondo: ● possesso od acquisto di alcuni beni negli ultimi 12 mesi

(percentuali di penetrazione)

	Totale	autoradio	calcolatrici	dischi	pellicole per foto	seconda automobile
TOTALE	100.0	35.8	9.9	19.8	36.5	26.8
MENSILI	100.0	46.9	15.3	30.6	52.8	37.0
ABITARE.....	100.0	47.2	15.7	34.6	60.0	40.4
AD.....	100.0	50.7	16.1	40.8	64.6	46.8
AIRONE.....	100.0	48.9	15.4	37.8	61.5	42.5
ALTA FEDELTA'.....	100.0	55.0	14.4	38.6	51.7	45.1
ASTRA.....	100.0	44.9	12.4	35.7	55.8	37.0
ATLANTE.....	100.0	45.2	15.9	33.8	57.6	39.7
AUTO CAPITAL.....	100.0	57.5	15.8	40.0	58.2	46.6
L'AUTOMOBILE.....	100.0	48.3	14.7	29.7	53.4	37.6
BENISSIMO.....	100.0	42.3	11.0	27.9	49.5	33.3
BRAVA CASA.....	100.0	44.5	13.2	29.5	55.9	34.5
CAPITAL.....	100.0	54.3	17.0	38.6	63.3	45.0
CASAVIVA.....	100.0	46.3	14.2	30.6	59.4	37.7
100 COSE.....	100.0	48.1	11.9	36.7	53.5	42.5
CONSIGLI PRATICI.....	100.0	37.3	11.9	22.3	45.9	27.1
CORTO MALTESE.....	100.0	46.0	13.3	40.2	60.9	38.3
COSMOPOLITAN.....	100.0	47.6	12.9	35.7	57.8	41.6
LA CUCINA ITALIANA.....	100.0	40.4	12.9	25.9	48.4	32.7
DONNAPIU'.....	100.0	43.6	12.1	30.0	54.7	37.0
ESPANSIONE.....	100.0	57.5	21.8	42.4	71.7	47.3
FOTOGRAFARE.....	100.0	55.5	14.9	37.1	64.0	41.6
GARDENIA.....	100.0	41.9	16.4	33.1	61.6	42.7
GENTE MONEY.....	100.0	53.1	16.5	37.5	63.9	44.1
GENTE MOTORI.....	100.0	52.1	15.3	32.3	53.8	39.3
GENTE VIAGGI.....	100.0	51.1	14.2	35.5	58.3	42.2
GIOIELLI.....	100.0	42.6	12.3	26.5	48.6	35.4
INSIEME.....	100.0	47.8	11.9	29.1	61.5	34.0
JESUS.....	100.0	39.8	13.1	22.3	41.8	36.1
LEI.....	100.0	47.0	11.9	36.5	55.6	44.0
LINUS.....	100.0	51.8	15.1	42.9	62.1	44.8
MADRE.....	100.0	39.1	11.3	20.1	42.2	33.9
MANI DI FATA.....	100.0	36.9	9.7	20.9	40.1	30.4
MAX.....	100.0	53.7	13.1	43.8	57.4	46.2
MESSAGGERO DI S.ANTONIO.....	100.0	35.0	10.1	18.6	35.1	27.4
LA MIA CASA.....	100.0	39.5	11.7	22.3	46.7	25.4
MILLEIDEE.....	100.0	41.6	11.2	26.3	48.2	34.3
MODA.....	100.0	44.6	11.1	29.2	46.8	37.2
MOTOCICLISMO.....	100.0	53.1	16.6	35.9	49.0	40.7
MUSIC.....	100.0	52.2	15.2	40.2	47.8	37.9
NATURA OGGI.....	100.0	46.4	15.5	31.7	58.6	38.7
PESCARRE.....	100.0	51.0	15.7	28.0	58.9	37.5
PHOTO ITALIANA.....	100.0	53.4	15.3	40.6	58.9	45.0
IL PIACERE.....	100.0	53.4	14.3	44.0	63.6	48.0
PLAYMEN.....	100.0	50.8	16.5	31.6	54.0	32.6
PM.....	100.0	53.5	14.9	41.5	62.8	45.9
QUATTORRUOTE.....	100.0	51.3	15.0	31.7	55.1	38.7
QUI TOURING.....	100.0	49.0	15.9	37.0	61.7	43.7
RAKAM.....	100.0	41.5	12.5	26.3	49.2	34.6
ROCKSTAR.....	100.0	56.7	14.5	45.7	52.4	45.3
SALVE.....	100.0	46.0	13.3	32.3	55.3	38.9
SCIENZA 2000.....	100.0	44.0	15.5	32.4	45.6	31.9
SCIENZA E VITA NUOVA.....	100.0	49.0	16.0	38.0	56.7	42.8
LE SCIENZE.....	100.0	46.0	15.2	40.0	61.0	41.3
SELEZIONE DAL R.DIGEST.....	100.0	45.1	13.3	28.0	50.3	35.8
STARBENE.....	100.0	44.1	12.8	31.2	53.9	36.8
STORIA ILLUSTRATA.....	100.0	41.6	15.2	30.3	52.1	35.7
SUPER GOL.....	100.0	47.5	16.3	31.3	46.0	33.1
IL TENNIS ITALIANO.....	100.0	47.8	19.0	36.7	52.8	37.3
TUTTO CUCINA.....	100.0	39.6	10.5	22.3	44.4	27.6
TUTTO MAGLIA.....	100.0	36.1	9.3	19.1	37.8	25.6
TUTTO MOTO.....	100.0	55.0	16.1	35.9	50.1	41.5
TUTTO MUSICA & SPETTACOLO.....	100.0	49.7	15.1	37.8	49.0	37.8
TUTTO TURISMO.....	100.0	48.3	13.6	30.7	53.7	39.2
TUTTO UNCINETTO.....	100.0	38.6	9.8	20.3	41.0	27.6
VELA E MOTORE.....	100.0	47.6	15.6	30.9	51.9	39.4
VITAL.....	100.0	48.4	12.5	42.6	56.8	45.5
WEEKEND.....	100.0	49.1	18.1	37.5	60.9	40.0
ZOOM.....	100.0	65.5	13.1	44.6	67.4	51.5
DIANA (Quindicinale).....	100.0	46.0	13.8	21.1	48.8	34.0

Lettori ultimo periodo

analisi secondo: ● possesso od acquisto di alcuni beni negli ultimi 12 mesi

(percentuali di penetrazione)

	Totale	autoradio	calcolatrici	dischi	pellicole per foto	seconda automobile
TOTALE	100.0	40.7	12.6	22.6	40.6	29.1
PERIODICI	100.0	48.0	15.5	29.1	49.3	34.0
SETTIMANALI	100.0	48.5	15.5	29.6	50.5	33.8
ALBO BLITZ.....	100.0	53.5	15.6	31.5	50.5	36.7
AMICA.....	100.0	53.4	16.1	33.2	56.1	41.0
ANNA.....	100.0	50.7	15.4	30.8	53.6	38.9
AUTOSPRINT.....	100.0	58.3	15.3	35.0	55.0	42.3
BELLA.....	100.0	47.7	14.5	26.6	48.8	34.5
CIAO 2001.....	100.0	61.4	14.7	44.9	52.2	45.9
CONFIDENZE.....	100.0	41.5	14.5	22.8	43.5	28.9
DOLLY.....	100.0	53.7	18.5	35.8	44.2	39.1
DOMENICA DEL CORRIERE.....	100.0	43.7	14.0	23.7	47.3	32.0
DOMENICA QUIZ.....	100.0	48.8	14.7	30.4	57.2	34.3
EPOCA.....	100.0	47.0	16.2	29.2	55.1	36.1
L'ESPRESSO.....	100.0	52.2	17.0	36.3	59.4	40.6
EUROPEO.....	100.0	50.0	16.2	33.9	57.9	38.5
EVA EXPRESS.....	100.0	50.2	14.4	29.9	51.6	34.2
FAMIGLIA CRISTIANA.....	100.0	42.5	13.8	22.3	42.6	32.6
GENTE.....	100.0	46.7	15.2	28.9	49.3	34.5
GIOIA.....	100.0	50.3	15.4	29.8	50.4	38.1
IL GIORNALINO.....	100.0	45.7	19.1	29.3	47.6	33.2
GRAND HOTEL.....	100.0	43.4	13.1	23.3	42.4	29.4
GRAZIA.....	100.0	49.5	15.9	31.0	52.8	39.0
GUERIN SPORTIVO.....	100.0	54.5	17.7	37.6	53.8	39.6
GUIDA CUCINA.....	100.0	51.1	17.1	31.1	57.9	36.1
GUIDA TV.....	100.0	45.0	14.9	28.0	47.5	30.2
INTIMITA'.....	100.0	44.0	14.3	24.2	48.0	30.9
INTREPIDO.....	100.0	51.0	16.0	30.5	49.5	34.2
IL MONDO.....	100.0	57.6	20.5	41.5	68.9	47.6
MONDO ECONOMICO.....	100.0	55.8	18.6	34.9	62.9	41.9
IL MONELLO.....	100.0	52.3	15.4	32.3	52.0	36.5
NOVELLA 2000.....	100.0	47.7	14.7	27.8	48.1	32.9
OGGI.....	100.0	46.5	15.0	28.0	49.8	34.7
ONDA TV.....	100.0	47.0	16.2	28.5	47.1	29.9
PANORAMA.....	100.0	54.4	16.9	37.6	61.2	43.2
RADIOCORRIERE TV.....	100.0	45.6	14.8	28.8	48.2	33.9
RAGAZZA IN.....	100.0	51.2	20.8	34.4	45.5	36.3
ROMBO.....	100.0	58.9	14.0	35.6	52.0	44.7
SORRISI E CANZONI TV.....	100.0	49.5	15.4	29.8	48.6	35.1
STARTER.....	100.0	60.1	13.8	34.9	49.2	45.3
STOP.....	100.0	42.5	13.1	23.9	43.4	28.7
TELESETTE.....	100.0	49.1	15.0	30.4	50.8	32.9
TOPOLINO.....	100.0	52.0	17.5	35.0	54.8	38.4

Lettori ultimo periodo

analisi secondo: ● possesso od acquisto di alcuni beni negli ultimi 12 mesi

(percentuali di penetrazione)

	Totale	autoradio	calcolatrici	dischi	pellicole per foto	seconda automobile
TOTALE	100.0	40.7	12.6	22.6	40.6	29.1
MENSILI	100.0	52.6	18.5	33.4	54.9	38.9
ABITARE.....	100.0	53.7	19.5	36.7	64.8	42.5
AD.....	100.0	58.1	19.4	44.1	68.2	48.8
AIRONE.....	100.0	53.8	18.0	39.1	61.9	44.1
ALTA FEDELTA'.....	100.0	57.9	15.2	40.5	53.5	47.0
ASTRA.....	100.0	53.9	15.9	38.2	58.6	39.1
ATLANTE.....	100.0	48.2	18.6	34.1	57.6	40.0
AUTO CAPITAL.....	100.0	59.6	16.5	40.9	58.7	47.1
L'AUTOMOBILE.....	100.0	50.6	16.1	30.7	55.0	38.1
BENISSIMO.....	100.0	52.8	17.3	34.8	51.7	38.1
BRAVA CASA.....	100.0	54.3	17.9	34.9	63.4	37.8
CAPITAL.....	100.0	58.1	18.6	40.1	65.5	45.6
CASAVIVA.....	100.0	53.7	17.6	33.3	64.4	38.6
100 COSE.....	100.0	56.1	17.9	39.2	53.4	45.1
CONSIGLI PRATICI.....	100.0	43.2	20.9	23.4	55.8	29.7
CORTO MALTESE.....	100.0	52.9	15.5	42.6	59.9	40.7
COSMOPOLITAN.....	100.0	56.5	16.9	38.6	57.1	43.1
LA CUCINA ITALIANA.....	100.0	45.3	16.9	27.5	51.0	34.5
DONNAPIU'.....	100.0	53.9	16.1	32.9	57.5	39.4
ESPANSIONE.....	100.0	62.0	24.0	43.8	74.0	48.1
FOTOGRAFARE.....	100.0	58.3	15.6	38.5	65.6	42.2
GARDENIA.....	100.0	47.6	20.2	34.3	63.0	42.5
GENTE MONEY.....	100.0	57.2	18.2	38.7	65.5	44.7
GENTE MOTORI.....	100.0	54.0	16.3	33.2	54.5	40.1
GENTE VIAGGI.....	100.0	56.1	15.9	37.5	59.3	43.3
GIOIELLI.....	100.0	48.4	17.1	28.4	49.8	37.7
INSIEME.....	100.0	52.5	13.8	29.1	64.5	33.8
JESUS.....	100.0	43.0	14.7	20.5	39.5	36.6
LEI.....	100.0	54.1	16.9	37.1	52.3	45.8
LINUS.....	100.0	57.6	17.2	45.7	62.8	46.1
MADRE.....	100.0	45.3	15.1	22.4	47.1	34.5
MANI DI FATA.....	100.0	46.9	14.3	23.2	50.2	32.0
MAX.....	100.0	59.5	14.3	45.8	57.7	48.6
MESSAGGERO DI S.ANTONIO.....	100.0	39.6	14.3	20.5	40.6	29.8
LA MIA CASA.....	100.0	47.4	17.0	28.0	55.4	28.1
MILLEIDEE.....	100.0	50.4	17.4	30.9	53.4	37.6
MODA.....	100.0	50.7	14.6	31.0	47.3	39.8
MOTOCICLISMO.....	100.0	54.0	17.2	36.6	48.4	41.0
MUSIC.....	100.0	57.2	18.6	41.9	47.1	39.9
NATURA OGGI.....	100.0	50.8	19.3	32.3	61.0	40.7
PESCARRE.....	100.0	52.1	16.2	28.6	59.7	37.8
PHOTO ITALIANA.....	100.0	58.6	16.7	43.2	57.9	47.1
IL PIACERE.....	100.0	59.7	15.5	47.7	66.1	49.4
PLAYMEN.....	100.0	51.5	16.9	32.0	54.3	32.8
PM.....	100.0	60.3	16.6	44.1	63.1	47.3
QUATTORRUOTE.....	100.0	53.1	15.9	32.4	55.8	39.1
QUI TOURING.....	100.0	54.3	18.4	39.3	65.0	45.3
RAKAM.....	100.0	46.8	16.9	26.8	52.5	36.2
ROCKSTAR.....	100.0	60.8	16.0	47.3	52.2	47.1
SALVE.....	100.0	52.4	15.6	33.8	57.5	39.6
SCIENZA 2000.....	100.0	45.5	16.1	34.5	45.6	32.7
SCIENZA E VITA NUOVA.....	100.0	51.2	17.9	37.2	56.3	42.2
LE SCIENZE.....	100.0	48.9	16.5	40.8	62.9	42.7
SELEZIONE DAL R.DIGEST.....	100.0	48.8	16.0	29.3	53.3	37.1
STARBENE.....	100.0	51.1	15.5	33.6	56.0	38.2
STORIA ILLUSTRATA.....	100.0	43.7	16.6	30.3	52.6	36.2
SUPER GOL.....	100.0	48.2	16.9	31.7	46.2	33.2
IL TENNIS ITALIANO.....	100.0	49.2	19.9	37.0	51.5	37.0
TUTTO CUCINA.....	100.0	45.0	13.4	24.7	47.9	29.9
TUTTO MAGLIA.....	100.0	47.9	14.0	26.3	46.9	30.8
TUTTO MOTO.....	100.0	56.4	16.9	36.5	49.7	41.9
TUTTO MUSICA & SPETTACOLO.....	100.0	54.2	19.1	39.3	47.4	39.5
TUTTO TURISMO.....	100.0	52.5	15.3	31.2	54.5	39.9
TUTTO UNCINETTO.....	100.0	46.8	15.6	25.6	47.4	32.2
VELA E MOTORE.....	100.0	49.4	17.4	32.9	54.8	40.6
VITAL.....	100.0	55.0	15.4	43.9	56.6	48.2
WEEKEND.....	100.0	54.5	20.9	39.7	61.5	42.3
ZOOM.....	100.0	67.4	13.5	44.6	68.4	52.2
DIANA (Quindicinale).....	100.0	47.8	14.9	21.7	50.0	34.1

Donne

Lettori ultimo periodo

analisi secondo: ● possesso od acquisto di alcuni beni negli ultimi 12 mesi

(percentuali di penetrazione)

	Totale	autoradio	calcolatrici	dischi	pellicole per foto	seconda automobile
TOTALE	100.0	31.2	7.5	17.2	32.7	24.7
PERIODICI	100.0	37.4	9.7	22.1	42.0	29.8
SETTIMANALI	100.0	37.8	9.8	22.9	42.7	30.1
ALBO BLITZ.....	100.0	44.3	11.8	25.6	53.2	32.0
AMICA.....	100.0	42.3	11.3	29.0	50.4	38.4
ANNA.....	100.0	40.2	10.4	26.9	47.1	35.4
AUTOSPRINT.....	100.0	45.0	12.3	28.0	52.4	36.2
BELLA.....	100.0	40.3	10.1	24.0	45.1	33.2
CIAO 2001.....	100.0	45.7	10.3	40.4	48.6	36.9
CONFIDENZE.....	100.0	36.4	9.7	22.0	42.6	27.7
DOLLY.....	100.0	44.3	11.6	35.0	47.0	32.8
DOMENICA DEL CORRIERE.....	100.0	33.9	8.0	19.7	36.6	29.1
DOMENICA QUIZ.....	100.0	41.9	10.0	26.1	50.4	33.3
EPOCA.....	100.0	38.5	10.2	27.7	46.7	34.6
L'ESPRESSO.....	100.0	40.6	11.6	33.5	55.8	38.4
EUROPEO.....	100.0	39.3	11.2	30.0	50.9	36.2
EVA EXPRESS.....	100.0	37.7	9.3	23.3	42.8	29.0
FAMIGLIA CRISTIANA.....	100.0	33.1	7.9	18.4	34.9	29.6
GENTE.....	100.0	36.8	9.3	23.7	42.4	30.6
GIOIA.....	100.0	40.4	10.6	26.3	45.7	35.1
IL GIORNALINO.....	100.0	39.4	11.9	29.3	49.2	34.4
GRAND HOTEL.....	100.0	36.1	8.7	20.0	39.8	25.5
GRAZIA.....	100.0	40.4	10.5	28.6	48.7	36.3
GUERIN SPORTIVO.....	100.0	46.9	11.8	35.6	51.6	35.6
GUIDA CUCINA.....	100.0	42.0	10.5	26.0	50.4	32.3
GUIDA TV.....	100.0	36.4	9.3	24.5	43.5	26.7
INTIMITA'.....	100.0	36.3	9.5	21.1	41.8	27.5
INTREPIDO.....	100.0	41.8	11.4	26.3	49.8	31.2
IL MONDO.....	100.0	43.9	16.0	41.4	63.9	47.0
MONDO ECONOMICO.....	100.0	44.1	12.6	36.1	54.6	40.8
IL MONELLO.....	100.0	42.1	10.9	27.7	49.4	32.8
NOVELLA 2000.....	100.0	37.9	9.4	23.6	43.3	28.3
OGGI.....	100.0	37.3	9.7	24.0	43.4	31.7
ONDA TV.....	100.0	37.5	9.8	23.9	43.1	26.1
PANORAMA.....	100.0	41.5	11.5	32.6	54.9	40.0
RADIOCORRIERE TV.....	100.0	35.4	9.2	24.0	41.4	29.2
RAGAZZA IN.....	100.0	43.1	10.7	33.7	45.5	31.6
ROMBO.....	100.0	42.5	12.1	34.7	49.2	41.1
SORRISI E CANZONI TV.....	100.0	39.0	9.5	24.4	44.2	30.4
STARTER.....	100.0	45.4	11.6	26.1	51.7	32.2
STOP.....	100.0	30.6	7.2	18.4	33.6	23.7
TELESETTE.....	100.0	37.2	9.5	24.0	44.6	27.2
TOPOLINO.....	100.0	42.5	11.6	31.1	53.5	34.8

Donne

Lettori ultimo periodo

analisi secondo: ● possesso od acquisto di alcuni beni negli ultimi 12 mesi

(percentuali di penetrazione)

	Totale	autoradio	calcolatrici	dischi	pellicole per folo	seconda automobile
TOTALE	100.0	31.2	7.5	17.2	32.7	24.7
MENSILI	100.0	40.8	11.8	27.7	50.5	35.0
ABITARE.....	100.0	39.7	11.3	32.1	54.6	37.9
AD.....	100.0	42.7	12.5	37.4	60.7	44.6
AIRONE.....	100.0	42.4	11.9	36.0	61.0	40.4
ALTA FEDELTA'.....	100.0	36.8	9.2	26.9	40.9	33.5
ASTRA.....	100.0	41.0	10.9	34.6	54.6	36.1
ATLANTE.....	100.0	40.8	11.9	33.3	57.7	39.4
AUTO CAPITAL.....	100.0	44.9	11.7	34.4	55.4	43.4
L'AUTOMOBILE.....	100.0	41.4	10.4	26.6	48.8	35.9
BENISSIMO.....	100.0	41.6	10.5	27.4	49.4	32.9
BRAVA CASA.....	100.0	41.0	11.5	27.6	53.3	33.4
CAPITAL.....	100.0	45.5	13.5	35.2	58.4	43.6
CASAVIVA.....	100.0	42.5	12.3	29.1	56.7	37.2
100 COSE.....	100.0	46.3	10.6	36.2	53.5	41.9
CONSIGLI PRATICI.....	100.0	35.7	9.4	22.0	43.2	26.3
CORTO MALTESE.....	100.0	31.5	8.5	35.0	63.0	33.0
COSMOPOLITAN.....	100.0	43.6	11.1	34.4	58.2	40.9
LA CUCINA ITALIANA.....	100.0	37.7	10.6	24.9	47.0	31.8
DONNAPIU'.....	100.0	41.5	11.3	29.5	54.1	36.5
ESPANSIONE.....	100.0	43.2	15.1	37.7	64.4	45.0
FOTOGRAFARE.....	100.0	45.8	12.5	32.3	58.5	39.5
GARDENIA.....	100.0	37.2	13.4	32.1	60.4	42.9
GENTE MONEY.....	100.0	44.6	13.1	35.2	60.5	42.9
GENTE MOTORI.....	100.0	43.7	10.7	28.5	50.9	36.0
GENTE VIAGGI.....	100.0	42.5	11.1	32.1	56.5	40.3
GIOIELLI.....	100.0	41.9	11.7	26.2	48.5	35.1
INSIEME.....	100.0	46.0	11.2	29.1	60.4	34.0
JESUS.....	100.0	36.1	11.1	24.4	44.4	35.6
LEI.....	100.0	45.4	10.8	36.4	56.3	43.6
LINUS.....	100.0	43.4	12.2	39.0	61.1	42.9
MADRE.....	100.0	35.8	9.2	18.8	39.6	33.6
MANI DI FATA.....	100.0	36.1	9.4	20.7	39.3	30.2
MAX.....	100.0	42.9	11.0	40.1	56.8	41.8
MESSAGGERO DI S.ANTONIO.....	100.0	31.8	7.2	17.3	31.3	25.8
LA MIA CASA.....	100.0	34.6	8.4	18.7	41.4	23.8
MILLEIDEE.....	100.0	40.7	10.5	25.9	47.7	33.9
MODA.....	100.0	42.0	9.6	28.5	46.6	36.0
MOTOCICLISMO.....	100.0	44.2	10.7	29.0	54.2	37.1
MUSIC.....	100.0	45.9	11.1	38.1	48.8	35.4
NATURA OGGI.....	100.0	40.3	10.3	30.8	55.4	36.0
PESCARRE.....	100.0	41.4	10.9	22.3	51.9	34.4
PHOTO ITALIANA.....	100.0	39.4	11.6	33.5	61.5	39.4
IL PIACERE.....	100.0	45.3	12.7	39.1	60.3	46.1
PLAYMEN.....	100.0	40.9	11.1	25.9	50.3	30.7
PM.....	100.0	43.4	12.4	37.7	62.4	43.7
QUATTORRUOTE.....	100.0	42.9	11.0	28.9	51.8	37.2
QUI TOURING.....	100.0	41.1	12.2	33.6	56.8	41.2
RAKAM.....	100.0	41.0	12.1	26.2	48.9	34.5
ROCKSTAR.....	100.0	47.4	11.3	42.1	52.9	41.1
SALVE.....	100.0	42.0	11.9	31.4	53.9	38.4
SCIENZA 2000.....	100.0	40.1	13.8	27.1	45.6	30.0
SCIENZA E VITA NUOVA.....	100.0	45.5	12.9	39.2	57.3	43.7
LE SCIENZE.....	100.0	38.9	12.0	38.1	56.3	37.9
SELEZIONE DAL R.DIGEST.....	100.0	41.0	10.3	26.6	47.1	34.3
STARBENE.....	100.0	40.1	11.2	29.8	52.8	36.1
STORIA ILLUSTRATA.....	100.0	36.1	11.5	30.4	50.8	34.2
SUPER GOL.....	100.0	39.6	9.6	26.9	44.1	32.0
IL TENNIS ITALIANO.....	100.0	42.0	15.7	35.4	58.2	38.6
TUTTO CUCINA.....	100.0	37.7	9.5	21.5	43.2	26.8
TUTTO MAGLIA.....	100.0	34.3	8.5	18.1	36.4	24.8
TUTTO MOTO.....	100.0	46.5	11.5	31.9	52.4	38.6
TUTTO MUSICA & SPETTACOLO.....	100.0	45.3	11.1	36.4	50.6	36.2
TUTTO TURISMO.....	100.0	40.1	10.3	29.6	51.9	37.8
TUTTO UNCINETTO.....	100.0	37.5	9.0	19.7	40.2	27.1
VELA E MOTORE.....	100.0	41.9	9.6	24.2	42.5	35.4
VITAL.....	100.0	45.5	11.2	42.0	56.9	44.3
WEEKEND.....	100.0	39.4	12.8	33.4	59.9	35.7
ZOOM.....	100.0	49.9	9.8	44.2	59.1	46.1
DIANA (Quindicinale).....	100.0	38.3	9.3	18.7	43.6	33.6

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● possesso od acquisto di alcuni beni negli ultimi 12 mesi

(percentuali di penetrazione)

	Totale	autoradio	calcolatrici	dischi	pellicole per foto	seconda automobile
TOTALE	100.0	27.8	7.4	13.0	29.3	20.0
PERIODICI	100.0	34.8	10.0	17.7	39.6	25.4
SETTIMANALI	100.0	35.6	10.0	18.2	40.0	25.6
ALBO BLITZ.....	100.0	44.1	13.1	26.0	46.5	20.8
AMICA.....	100.0	41.4	12.4	23.4	47.5	33.5
ANNA.....	100.0	38.7	11.0	21.7	44.0	30.5
AUTOSPRINT.....	100.0	46.0	13.8	23.7	51.0	28.2
BELLA.....	100.0	39.5	11.1	19.1	42.9	29.3
CHIAO 2001.....	100.0	44.9	11.8	21.5	44.6	24.3
CONFIDENZE.....	100.0	34.9	10.4	16.9	39.9	24.2
DOLLY.....	100.0	38.8	12.3	17.6	47.3	26.2
DOMENICA DEL CORRIERE.....	100.0	31.8	8.5	16.3	33.8	23.0
DOMENICA QUIZ.....	100.0	40.2	12.1	22.8	48.6	27.4
EPOCA.....	100.0	35.8	10.7	23.1	43.8	27.6
L'ESPRESSO.....	100.0	39.7	13.4	28.9	53.3	31.1
EUROPEO.....	100.0	38.0	12.7	26.2	48.0	27.6
EVA EXPRESS.....	100.0	36.3	10.1	17.8	40.1	24.2
FAMIGLIA CRISTIANA.....	100.0	30.4	8.3	14.2	31.8	24.9
GENTE.....	100.0	34.8	9.7	19.2	39.8	25.6
GIOIA.....	100.0	38.6	11.5	19.8	42.2	30.0
IL GIORNALINO.....	100.0	37.9	13.1	24.4	49.7	31.4
GRAND HOTEL.....	100.0	33.3	9.0	14.3	37.2	21.1
GRAZIA.....	100.0	38.6	11.4	22.2	45.0	30.7
GUERIN SPORTIVO.....	100.0	43.7	12.5	24.4	52.3	26.7
GUIDA CUCINA.....	100.0	41.1	11.2	21.1	49.0	27.7
GUIDA TV.....	100.0	33.9	9.6	18.1	40.4	21.7
INTIMITA'.....	100.0	34.9	10.0	16.7	39.7	24.3
INTREPIDO.....	100.0	40.0	12.4	19.7	47.3	24.8
IL MONDO.....	100.0	43.7	19.1	37.3	62.9	36.9
MONDO ECONOMICO.....	100.0	43.5	15.1	28.2	53.9	31.5
IL MONELLO.....	100.0	41.5	12.6	21.1	47.0	25.9
NOVELLA 2000.....	100.0	35.5	10.1	17.6	40.6	23.3
OGGI.....	100.0	35.5	10.3	19.6	41.3	26.9
ONDA TV.....	100.0	35.4	10.5	16.4	41.9	21.6
PANORAMA.....	100.0	40.9	13.2	28.2	52.7	32.9
RADIOCORRIERE TV.....	100.0	32.5	9.6	18.7	37.9	23.6
RAGAZZA IN.....	100.0	38.7	12.3	16.5	46.1	25.5
ROMBO.....	100.0	43.6	15.2	26.3	47.1	27.2
SORRISI E CANZONI TV.....	100.0	36.1	10.0	17.1	41.4	25.2
STARTER.....	100.0	44.0	15.1	28.3	45.8	17.9
STOP.....	100.0	28.7	7.6	14.0	30.6	19.3
TELESETTE.....	100.0	35.6	10.1	18.3	42.9	23.0
TOPOLINO.....	100.0	41.3	13.1	24.0	53.5	29.5

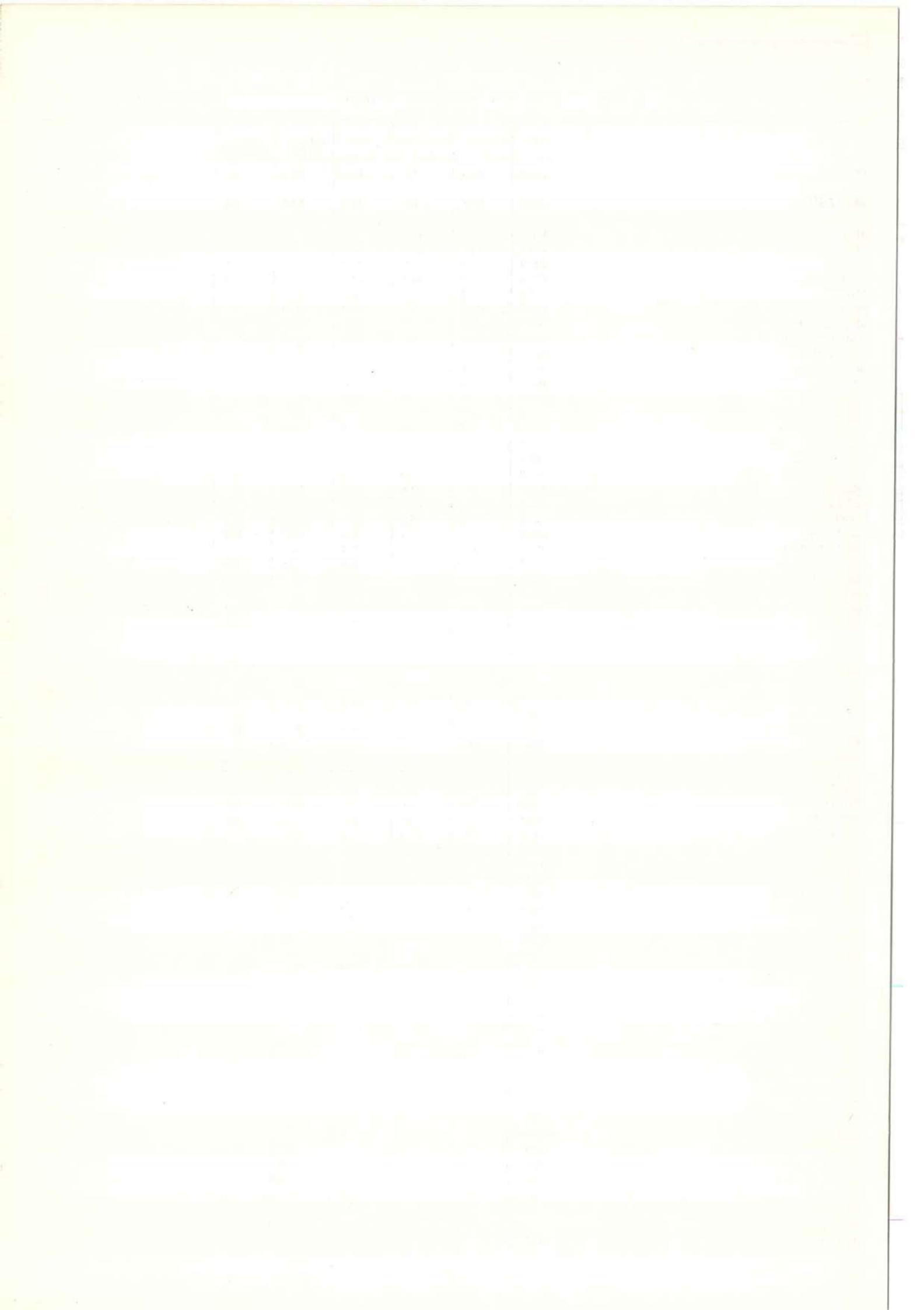
Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● possesso od acquisto di alcuni beni negli ultimi 12 mesi

(percentuali di penetrazione)

	Totale	autoradio	calcolatrici	dischi	pellicole per foto	seconda automobile
TOTALE	100.0	27.8	7.4	13.0	29.3	20.0
MENSILI	100.0	37.7	12.9	22.3	48.0	29.4
ABITARE.....	100.0	40.1	13.7	29.1	52.5	32.2
AD.....	100.0	43.3	15.4	32.7	57.0	34.7
AIRONE.....	100.0	42.8	14.6	31.4	61.0	34.9
ALTA FEDELTA'.....	100.0	32.2	12.1	24.3	41.0	22.0
ASTRA.....	100.0	40.2	12.3	26.9	52.0	29.4
ATLANTE.....	100.0	40.0	14.5	28.9	56.0	34.1
AUTO CAPITAL.....	100.0	47.4	12.9	28.9	53.1	28.0
L'AUTOMOBILE.....	100.0	39.6	11.4	22.8	47.7	30.0
BENISSIMO.....	100.0	40.3	11.8	20.2	47.1	27.9
BRAVA CASA.....	100.0	42.3	12.4	25.7	52.7	31.7
CAPITAL.....	100.0	46.6	15.3	31.6	57.4	35.2
CASAVIVA.....	100.0	43.2	13.6	26.8	56.1	34.7
100 COSE.....	100.0	42.9	12.6	21.7	48.4	32.9
CONSIGLI PRATICI.....	100.0	33.5	10.4	17.9	42.8	23.8
CORTO MALTESE.....	100.0	39.2	10.9	30.4	57.4	18.8
COSMOPOLITAN.....	100.0	44.3	14.5	27.1	56.0	32.5
LA CUCINA ITALIANA.....	100.0	36.5	11.5	21.8	44.7	28.0
DONNAPIU'.....	100.0	41.8	13.4	24.1	51.6	31.2
ESPANSIONE.....	100.0	48.5	20.1	38.9	63.8	35.9
FOTOGRAFARE.....	100.0	46.3	14.4	29.2	59.2	33.7
GARDENIA.....	100.0	40.2	16.1	36.1	60.4	43.0
GENTE MONEY.....	100.0	46.1	16.2	32.1	61.3	37.1
GENTE MOTORI.....	100.0	40.9	12.2	22.0	50.0	28.8
GENTE VIAGGI.....	100.0	42.9	13.4	26.9	53.9	33.4
GIOIELLI.....	100.0	40.5	13.0	21.1	46.6	30.9
INSIEME.....	100.0	46.4	11.9	24.5	61.7	31.6
JESUS.....	100.0	32.6	11.6	18.3	37.5	29.4
LEI.....	100.0	43.7	14.5	25.4	51.0	35.1
LINUS.....	100.0	44.1	14.7	33.9	60.3	39.1
MADRE.....	100.0	35.7	10.3	15.9	38.8	30.4
MANI DI FATA.....	100.0	34.1	9.6	16.1	36.4	26.6
MAX.....	100.0	44.8	16.4	31.3	58.1	31.3
MESSAGGERO DI S.ANTONIO.....	100.0	27.5	7.4	12.6	27.6	20.8
LA MIA CASA.....	100.0	34.8	9.0	16.9	41.2	21.8
MILLEIDEE.....	100.0	39.4	11.4	20.6	45.5	29.7
MODA.....	100.0	37.9	10.5	18.4	40.5	28.0
MOTOCICLISMO.....	100.0	41.3	12.4	22.7	49.8	25.5
MUSIC.....	100.0	44.8	16.5	28.4	50.3	24.6
NATURA OGGI.....	100.0	39.6	11.6	25.9	54.8	30.7
PESCARE.....	100.0	41.1	13.9	26.2	53.3	26.0
PHOTO ITALIANA.....	100.0	44.4	15.8	32.7	58.9	27.4
IL PIACERE.....	100.0	46.8	15.2	34.7	58.5	37.5
PLAYMEN.....	100.0	45.3	10.1	24.3	48.7	20.3
PM.....	100.0	46.3	15.8	32.8	62.6	36.9
QUATTORRUOTE.....	100.0	40.7	12.4	23.4	49.2	28.6
QUI TOURING.....	100.0	40.6	13.9	30.3	56.3	36.2
RAKAM.....	100.0	40.4	13.1	22.6	47.5	31.0
ROCKSTAR.....	100.0	42.3	21.4	39.4	63.0	23.3
SALVE.....	100.0	41.8	13.6	26.4	52.1	34.2
SCIENZA 2000.....	100.0	31.0	12.1	22.4	45.0	29.1
SCIENZA E VITA NUOVA.....	100.0	42.0	15.0	32.1	56.8	37.4
LE SCIENZE.....	100.0	34.6	12.1	30.7	56.8	31.1
SELEZIONE DAL R.DIGEST.....	100.0	38.9	11.2	20.6	44.5	28.6
STARBENE.....	100.0	38.8	12.4	24.7	49.9	30.7
STORIA ILLUSTRATA.....	100.0	31.3	12.3	26.0	48.2	27.0
SUPER GOL.....	100.0	36.3	9.4	18.4	38.7	23.5
IL TENNIS ITALIANO.....	100.0	42.2	20.0	31.1	56.6	32.7
TUTTO CUCINA.....	100.0	36.3	10.0	17.1	41.2	23.1
TUTTO MAGLIA.....	100.0	32.1	8.7	14.3	34.2	21.8
TUTTO MOTO.....	100.0	43.0	13.0	21.5	51.7	30.8
TUTTO MUSICA & SPETTACOLO.....	100.0	43.2	13.3	21.0	51.6	29.1
TUTTO TURISMO.....	100.0	39.2	13.0	23.8	50.3	31.4
TUTTO UNCINETTO.....	100.0	35.3	9.2	15.1	38.0	23.7
VELA E MOTORE.....	100.0	38.0	11.6	22.3	43.0	29.2
VITAL.....	100.0	42.3	16.0	30.4	54.8	30.6
WEEKEND.....	100.0	44.9	19.0	33.1	56.5	33.8
ZOOM.....	100.0	51.2	11.5	30.2	65.3	39.4
DIANA (Quindicinale).....	100.0	33.5	10.4	14.3	38.2	25.7



Il consumo di 30 prodotti, beni e servizi e la lettura di 108 periodici

Seconda parte

I dati presentati in questa parte riguardano le percentuali di penetrazione (su 100 individui, su 100 lettori di periodici, di settimanali, di mensili, su 100 lettori delle singole testate) relative a:

- il consumo di cibi surgelati, tonno in scatola, alimenti integrali, olio di oliva, sughi pronti, yogurt, whisky, cibi in scatola per cani e gatti, shampoo, profumo o colonia, assorbenti igienici, prodotti per il trucco del viso, per la cura del viso, creme per il corpo, lozioni pre e dopo barba, creme e schiuma per barba

Per ciascuno di questi prodotti vengono forniti i seguenti dati:

- consumo in 3 mesi, 30 giorni, 7 giorni
- frequenza di consumo e acquisto personale in 30 giorni
- partecipazione personale alla decisione di acquisto

La frequenza di consumo è stata così classificata:

- forti consumatori: tutti i giorni, 4-5 volte alla settimana, 2-3 volte alla settimana
- medi consumatori: 1 volta alla settimana, 2-3 volte al mese
- deboli consumatori: 1 volta al mese o meno

La partecipazione personale alla decisione di acquisto è stata rilevata con la seguente scala:

- decido solo io
- decido prevalentemente io
- decidiamo insieme = deciso insieme
- decidono prevalentemente altri
- decidono solo altri

con elaborazione delle 3 classi sopra indicate

- Il possesso di forno a microonde, complesso HI-FI, autovettura fino a 1000 cc, autovettura da 1000 a 1500 cc, autovettura oltre 1500 cc, moto fino a 50 cc, moto da 50 a 250 cc, moto oltre 250 cc, macchina fotografica a sviluppo istantaneo, macchina fotografica a pellicola tradizionale.

Per ciascuno di questi beni è stato rilevato:

- il possesso o la presenza in casa
- l'anno di acquisto
- la partecipazione personale alla decisione di acquisto è stata rilevata con la seguente scala:

- ho deciso solo io
- ho deciso prevalentemente io
- abbiamo deciso insieme = abbiamo deciso insieme
- hanno deciso prevalentemente altri
- hanno deciso solo altri

— l'intenzione d'acquisto nei prossimi 12 mesi è stata rilevata con la seguente scala:

- certamente sì
- probabilmente sì
- non so
- probabilmente no } no
- certamente no }

con elaborazione delle 4 classi sopra indicate

- L'acquisto nel corso degli ultimi 12 mesi di orologi da polso e di gioielli di valore superiore a 500.000 lire
- la fruizione nel corso degli ultimi 12 mesi di una nuova polizza di assicurazione (vita, incendio, furto, ecc., esclusa R.C.) e di un viaggio organizzato di almeno 3 giorni rilevate su un campione di 12.064 individui

Adulti

Lettori ultimo periodo

analisi secondo: ● consumo di cibi surgelati

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso lo	deciso insieme	decidono altri	
TOTALE	100.0	55.2	47.5	30.1	10.3	29.1	8.1	27.6	19.9	18.7	19.2	17.3	44.8
PERIODICI	100.0	62.0	54.4	35.3	11.6	33.5	9.2	31.9	22.5	20.3	22.3	19.4	38.0
SETTIMANALI	100.0	62.5	54.6	35.5	11.8	33.5	9.3	32.0	22.5	20.6	22.5	19.4	37.5
ALBO BLITZ.....	100.0	57.5	49.3	30.6	11.6	29.2	8.5	19.0	30.3	6.5	21.9	29.0	42.5
AMICA.....	100.0	66.0	58.5	38.6	13.9	35.0	9.6	38.7	19.7	29.0	21.5	15.5	34.0
ANNA.....	100.0	64.7	57.4	38.1	13.6	34.3	9.5	39.3	18.1	30.5	20.4	13.8	35.3
AUTOSPRINT.....	100.0	59.6	51.3	32.4	11.6	31.1	8.7	21.7	29.7	8.1	23.7	27.7	40.4
BELLA.....	100.0	63.8	56.6	37.2	12.3	34.7	9.6	40.2	16.4	32.8	18.9	12.2	36.2
CIAO 2001.....	100.0	65.0	55.9	35.5	11.9	34.3	9.7	21.5	34.4	7.8	24.8	32.4	35.0
CONFIDENZE.....	100.0	62.0	54.6	35.6	11.3	33.9	9.4	37.9	16.7	30.3	18.9	12.8	38.0
DOLLY.....	100.0	64.3	55.0	34.3	10.8	34.8	9.5	23.8	31.3	10.0	24.9	29.4	35.7
DOMENICA DEL CORRIERE.....	100.0	58.6	50.7	32.8	11.0	31.3	8.4	28.0	22.7	15.5	22.2	20.9	41.4
DOMENICA QUIZ.....	100.0	63.0	54.7	35.2	12.8	32.1	9.8	30.8	23.9	17.8	23.6	21.6	37.0
EPOCA.....	100.0	64.2	55.9	36.4	12.8	34.1	9.0	31.1	24.8	16.7	24.4	23.1	35.8
L'ESPRESSO.....	100.0	65.7	56.8	36.2	13.6	34.2	9.1	29.6	27.3	15.0	25.7	25.0	34.3
EUROPEO.....	100.0	64.4	55.6	35.5	13.1	33.5	8.9	28.0	27.6	13.6	25.1	25.7	35.6
EVA EXPRESS.....	100.0	61.5	53.8	35.0	11.6	32.9	9.3	34.4	19.4	25.5	20.2	15.8	38.5
FAMIGLIA CRISTIANA.....	100.0	56.7	49.1	31.5	10.1	30.7	8.3	28.8	20.4	19.3	19.9	17.5	43.3
GENTE.....	100.0	62.4	54.6	35.8	12.2	33.4	9.1	33.7	20.9	23.2	21.2	17.9	37.6
GIOIA.....	100.0	63.8	56.2	36.8	12.6	34.3	9.2	36.6	19.5	27.7	20.8	15.3	36.2
IL GIORNALINO.....	100.0	65.3	57.7	36.9	12.4	35.2	10.2	33.2	24.5	21.8	22.1	21.3	34.7
GRAND HOTEL.....	100.0	58.9	50.9	32.2	10.6	31.3	8.9	30.7	20.2	21.6	19.9	17.5	41.1
GRAZIA.....	100.0	65.5	58.0	38.3	13.6	35.0	9.4	37.9	20.0	28.2	21.7	15.7	34.5
GUERIN SPORTIVO.....	100.0	62.2	53.4	32.8	11.9	32.5	9.0	19.9	33.5	5.5	24.1	32.6	37.8
GUIDA CUCINA.....	100.0	66.0	58.3	37.7	13.0	35.4	9.9	39.9	18.4	30.9	20.7	14.4	34.0
GUIDA TV.....	100.0	60.8	52.7	33.0	11.3	32.1	9.3	28.8	23.9	17.2	22.2	21.5	39.2
INTIMITA'.....	100.0	61.5	54.1	35.3	11.2	33.5	9.4	38.0	16.1	30.7	18.4	12.3	38.5
INTREPIDO.....	100.0	59.2	51.0	31.5	11.4	30.6	9.0	22.0	29.1	9.2	22.3	27.8	40.8
IL MONDO.....	100.0	68.5	59.4	38.3	15.7	34.6	9.1	29.0	30.4	11.0	29.9	27.6	31.5
MONDO ECONOMICO.....	100.0	65.9	56.3	36.4	13.5	34.1	8.7	26.4	29.9	9.5	27.6	28.8	34.1
IL MONELLO.....	100.0	60.8	52.5	33.0	12.0	31.5	9.0	24.3	28.2	11.4	22.9	26.6	39.2
NOVELLA 2000.....	100.0	60.9	53.1	34.2	11.3	32.6	9.3	32.8	20.3	23.5	20.3	17.1	39.1
OGGI.....	100.0	62.2	54.4	35.7	12.2	33.2	9.0	33.3	21.2	22.3	21.6	18.3	37.8
ONDA TV.....	100.0	60.5	52.5	32.7	10.9	32.2	9.3	28.4	24.1	17.9	21.2	21.4	39.5
PANORAMA.....	100.0	65.6	56.8	36.4	13.8	34.0	9.0	29.4	27.3	15.1	25.5	25.0	34.4
RADIOCORRIERE TV.....	100.0	61.6	53.4	34.1	12.0	32.4	8.9	29.0	24.4	17.0	22.5	22.1	38.4
RAGAZZA IN.....	100.0	64.0	55.3	34.8	10.9	35.1	9.2	25.4	29.9	12.3	23.9	27.7	36.0
ROMBO.....	100.0	58.4	49.7	31.2	11.3	30.2	8.2	17.7	32.0	4.2	23.7	30.5	41.6
SORRISI E CANZONI TV.....	100.0	61.1	53.0	33.4	11.4	32.6	9.1	29.1	23.9	18.2	21.7	21.1	38.9
STARTER.....	100.0	55.2	47.2	29.3	11.4	27.8	8.0	16.7	30.5	5.4	20.6	29.1	44.8
STOP.....	100.0	58.0	50.4	33.0	10.5	31.2	8.8	32.1	18.4	23.5	19.2	15.2	42.0
TELESETTE.....	100.0	60.9	52.8	33.3	11.7	32.0	9.1	28.2	24.6	16.6	22.2	22.1	39.1
TOPOLINO.....	100.0	65.6	57.2	36.3	13.0	34.4	9.8	30.0	27.2	16.9	24.0	24.7	34.4

Uomini

Lettori ultimo periodo

analisi secondo: ● consumo di cibi surgelati

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	52.5	44.3	27.0	9.5	27.0	7.8	17.6	26.7	3.6	22.3	26.6	47.5
PERIODICI	100.0	59.6	51.1	32.0	10.9	31.2	8.9	21.0	30.0	4.2	26.2	29.2	40.4
SETTIMANALI	100.0	60.0	51.3	31.7	11.1	31.2	9.1	20.9	30.4	4.0	26.8	29.3	40.0
ALBO BLITZ.....	100.0	56.5	48.3	29.9	11.5	28.4	8.3	16.6	31.7	3.6	22.1	30.8	43.5
AMICA.....	100.0	60.7	51.6	32.4	11.9	31.2	8.5	20.6	31.1	4.1	25.8	30.8	39.3
ANNA.....	100.0	59.4	50.3	31.7	11.4	30.3	8.5	20.4	29.9	4.0	25.5	29.9	40.6
AUTOSPRINT.....	100.0	58.3	49.9	31.3	11.4	30.1	8.4	18.0	31.9	3.6	24.3	30.5	41.7
BELLA.....	100.0	57.4	48.9	30.6	10.4	29.9	8.6	19.8	29.1	3.9	25.0	28.5	42.6
CIAO 2001.....	100.0	61.6	52.5	32.7	13.0	30.5	9.1	16.3	36.2	3.4	23.0	35.1	38.4
CONFIDENZE.....	100.0	55.8	47.8	29.0	9.8	29.4	8.5	19.3	26.4	4.0	23.8	27.9	44.2
DOLLY.....	100.0	59.3	51.2	31.3	12.2	30.5	8.5	15.1	36.2	2.7	20.1	36.6	40.7
DOMENICA DEL CORRIERE.....	100.0	56.7	48.4	30.2	10.4	29.8	8.2	20.3	28.1	3.8	25.0	28.0	43.3
DOMENICA QUIZ.....	100.0	59.1	50.0	31.3	11.7	28.9	9.4	20.7	29.3	4.6	25.8	28.8	40.9
EPOCA.....	100.0	62.0	53.0	33.1	11.8	32.5	8.7	22.5	30.4	4.0	27.2	30.9	38.0
L'ESPRESSO.....	100.0	63.3	53.4	33.2	12.4	32.7	8.3	21.8	31.6	4.4	27.5	31.4	36.7
EUROPEO.....	100.0	62.7	53.2	33.1	12.3	32.2	8.6	21.4	31.8	4.5	26.8	31.4	37.3
EVA EXPRESS.....	100.0	57.9	49.6	30.7	10.9	29.8	8.9	19.6	30.0	4.1	24.8	29.1	42.1
FAMIGLIA CRISTIANA.....	100.0	54.0	45.7	28.1	9.3	28.3	8.1	18.2	27.5	3.6	23.4	27.0	46.0
GENTE.....	100.0	59.2	50.5	31.5	11.1	30.8	8.6	20.5	30.1	4.0	25.4	29.8	40.8
GIOIA.....	100.0	58.3	49.3	30.8	11.0	30.0	8.3	18.9	30.4	3.5	24.5	30.2	41.7
IL GIORNALINO.....	100.0	61.7	53.7	32.4	11.0	32.1	10.6	20.1	33.6	4.0	25.1	32.6	38.3
GRAND HOTEL.....	100.0	54.2	46.0	27.8	9.9	27.6	8.5	17.6	28.3	3.5	22.6	28.0	45.8
GRAZIA.....	100.0	60.3	51.1	32.0	11.6	30.8	8.7	20.2	30.9	4.0	25.9	30.4	39.7
GUERIN SPORTIVO.....	100.0	61.4	52.6	32.1	11.8	31.9	8.8	18.0	34.5	3.3	24.0	34.0	38.6
GUIDA CUCINA.....	100.0	60.1	51.1	31.5	11.5	30.8	8.7	21.2	29.9	4.5	26.2	29.4	39.9
GUIDA TV.....	100.0	57.9	49.6	30.0	10.8	29.9	8.9	19.4	30.2	3.9	24.6	29.4	42.1
INTIMITA'.....	100.0	56.7	48.5	29.9	10.3	29.3	8.9	19.7	28.8	4.2	24.5	27.9	43.3
INTREPIDO.....	100.0	57.5	49.3	30.3	11.4	29.3	8.6	17.4	31.9	3.4	22.8	31.3	42.5
IL MONDO.....	100.0	67.2	57.3	36.7	14.9	33.8	8.6	24.0	33.4	4.3	31.4	31.5	32.8
MONDO ECONOMICO.....	100.0	65.0	54.7	35.0	13.0	33.4	8.4	22.8	32.0	4.3	28.6	32.0	35.0
IL MONELLO.....	100.0	58.5	50.0	31.2	11.7	29.7	8.5	17.9	32.0	3.3	23.6	31.6	41.5
NOVELLA 2000.....	100.0	57.1	48.9	30.1	10.6	29.3	9.0	18.8	30.1	4.0	23.9	29.2	42.9
OGGI.....	100.0	58.8	50.1	31.4	10.9	30.7	8.5	20.6	29.6	4.0	25.6	29.3	41.2
ONDA TV.....	100.0	57.2	49.1	29.9	10.7	29.6	8.8	18.3	30.8	3.7	23.7	29.8	42.8
PANORAMA.....	100.0	63.3	53.4	33.3	12.6	32.4	8.3	21.2	32.2	4.2	27.4	31.7	36.7
RADIOCORRIERE TV.....	100.0	59.2	50.3	31.1	11.3	30.4	8.6	19.7	30.6	3.9	25.1	30.3	40.8
RAGAZZA IN.....	100.0	59.0	51.1	30.6	11.6	30.5	8.9	16.0	35.1	2.6	20.6	35.8	41.0
ROMBO.....	100.0	57.7	48.9	30.6	11.3	29.6	8.0	16.5	32.4	2.9	23.5	31.3	42.3
SORRISI E CANZONI TV.....	100.0	57.7	49.3	30.1	10.8	30.0	8.5	18.1	31.2	3.3	23.8	30.6	42.3
STARTER.....	100.0	54.6	46.6	28.8	11.5	27.2	7.9	15.2	31.4	3.7	20.7	30.2	45.4
STOP.....	100.0	55.7	47.9	29.4	9.8	29.0	9.2	19.4	28.5	3.7	24.5	27.5	44.3
TELESETTE.....	100.0	58.2	49.8	30.6	11.5	29.7	8.6	18.8	31.0	3.7	24.5	30.0	41.8
TOPOLINO.....	100.0	62.4	53.5	32.9	12.2	32.1	9.2	19.7	33.7	3.5	25.7	33.2	37.6

Lettori ultimo periodo

analisi secondo: ● consumo di cibi surgelati

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI						ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acq.	deciso lo	deciso insieme	decidono altri		
TOTALE	100.0	52.5	44.3	27.0	9.5	27.0	7.8	17.6	26.7	3.6	22.3	26.6	47.5	
MENSILI	100.0	62.6	54.2	34.6	12.1	32.9	9.2	23.2	31.0	4.4	27.9	30.3	37.4	
ABITARE	100.0	64.7	55.2	35.0	13.6	33.0	8.6	23.0	32.2	4.3	29.5	31.0	35.3	
AD	100.0	65.6	55.6	35.3	14.9	32.3	8.5	22.3	33.3	4.7	28.6	32.3	34.4	
AIRONE	100.0	64.4	54.8	34.5	13.2	32.7	8.9	22.0	32.8	4.3	28.4	31.7	35.6	
ALTA FEDELTA'	100.0	61.0	52.4	32.9	13.0	30.8	8.6	17.6	34.8	3.4	24.3	33.4	39.0	
ASTRA	100.0	62.3	53.1	32.0	12.3	31.6	9.1	20.0	33.0	4.6	25.7	31.9	37.7	
ATLANTE	100.0	63.5	54.4	33.7	12.9	31.9	9.6	21.9	32.6	4.3	27.6	31.5	36.5	
AUTO CAPITAL	100.0	62.5	53.6	34.1	12.9	32.1	8.6	19.2	34.4	3.7	25.7	33.1	37.5	
L'AUTOMOBILE	100.0	60.4	51.5	32.1	11.5	31.3	8.7	20.7	30.8	3.6	26.4	30.5	39.6	
BENISSIMO	100.0	61.0	52.3	32.0	12.2	31.0	9.2	18.6	33.8	3.4	24.3	33.3	39.0	
BRAVA CASA	100.0	63.0	54.0	33.8	12.9	32.4	8.6	23.3	30.6	5.0	28.1	29.9	37.0	
CAPITAL	100.0	65.1	55.6	35.8	14.0	33.1	8.4	22.1	33.5	4.1	28.6	32.4	34.9	
CASAVIVA	100.0	62.5	53.5	33.7	12.3	32.4	8.8	23.2	30.3	4.5	28.6	29.5	37.5	
100 COSE	100.0	62.2	53.4	33.3	12.6	31.8	9.0	18.0	35.4	3.1	23.9	35.2	37.8	
CONSIGLI PRATICI	100.0	59.1	51.4	30.2	10.1	32.6	8.7	21.2	30.1	4.5	25.3	29.4	40.9	
CÓRTO MALTESE	100.0	64.4	54.4	31.9	14.2	30.9	9.3	21.2	33.1	6.7	26.1	31.6	35.6	
COSMOPOLITAN	100.0	61.9	53.1	33.0	12.4	31.6	9.0	19.3	33.8	4.2	25.5	32.1	38.1	
LA CUCINA ITALIANA	100.0	59.8	50.9	31.7	11.2	30.7	8.9	20.7	30.2	4.3	25.2	30.3	40.2	
DONNAPIU'	100.0	59.4	50.6	31.4	11.7	30.2	8.6	19.8	30.7	4.3	25.1	29.9	40.6	
ESPANSIONE	100.0	65.8	57.3	36.9	15.5	32.2	9.6	23.5	33.8	3.5	31.2	31.1	34.2	
FOTOGRAFARE	100.0	63.2	53.2	33.3	12.6	32.0	8.7	21.9	31.4	4.1	28.0	31.1	36.8	
GARDENIA	100.0	65.7	55.8	32.9	13.8	32.6	9.4	22.1	33.8	4.1	28.9	32.7	34.3	
GENTE MONEY	100.0	64.4	55.1	35.2	13.4	33.0	8.7	22.5	32.6	3.8	28.6	32.1	35.6	
GENTE MOTORI	100.0	60.1	51.4	32.0	11.5	31.1	8.7	19.3	32.1	3.5	25.2	31.3	39.9	
GENTE VIAGGI	100.0	61.5	52.0	32.7	12.1	31.6	8.3	20.0	32.0	3.6	26.8	31.1	38.5	
GIOIELLI	100.0	58.5	50.0	30.7	11.1	30.0	8.9	19.2	30.9	3.6	23.9	31.0	41.5	
INSIEME	100.0	62.9	53.2	34.2	11.8	31.4	9.9	23.9	29.2	4.9	30.3	27.7	37.1	
JESUS	100.0	54.9	45.4	27.3	10.0	27.9	7.6	17.4	28.0	4.2	23.1	27.6	45.1	
LEI	100.0	61.0	52.1	32.0	12.2	30.9	9.0	17.3	34.8	3.1	23.7	34.1	39.0	
LINUS	100.0	65.8	55.4	34.3	13.8	33.3	8.4	20.5	35.0	3.8	28.5	33.5	34.2	
MADRE	100.0	54.1	46.4	28.0	9.3	28.3	8.8	18.3	28.0	3.0	23.5	27.6	45.9	
MANI DI FATA	100.0	56.0	47.0	29.4	10.6	28.2	8.2	19.6	27.4	3.9	25.0	27.1	44.0	
MAX	100.0	63.7	54.5	34.5	14.0	32.1	8.4	17.8	36.7	3.8	26.1	33.8	36.3	
MESSAGGERO DI S.ANTONIO	100.0	53.2	44.9	26.9	9.2	27.7	7.9	17.5	27.4	3.4	22.8	27.0	46.8	
LA MIA CASA	100.0	57.9	50.1	31.1	10.0	31.3	8.7	20.7	29.4	4.3	25.5	28.2	42.1	
MILLEIDEE	100.0	60.1	51.4	31.6	11.7	30.8	8.9	19.8	31.6	3.8	24.8	31.5	39.9	
MODA	100.0	57.6	48.6	29.8	10.9	29.3	8.3	17.4	31.2	3.3	23.1	31.2	42.4	
MOTOCICLISMO	100.0	59.2	50.7	30.8	11.4	30.8	8.6	16.8	33.9	2.9	23.2	33.1	40.8	
MUSIC	100.0	59.9	51.2	30.9	12.6	29.9	8.8	15.3	35.9	3.3	20.3	36.2	40.1	
NATURA OGGI	100.0	63.4	54.2	33.3	11.8	32.9	9.5	22.5	31.7	4.0	29.3	30.0	36.6	
PESCARO	100.0	58.4	50.2	29.8	10.5	30.2	9.4	19.9	30.2	3.4	25.9	29.1	41.6	
PHOTO ITALIANA	100.0	62.7	52.7	31.7	13.5	30.1	9.1	18.9	33.9	4.8	25.8	32.1	37.3	
IL PIACERE	100.0	64.9	55.0	34.9	14.6	32.0	8.3	21.2	33.8	4.1	27.2	33.5	35.1	
PLAYMEN	100.0	60.6	52.3	32.6	12.0	30.8	9.6	20.2	32.1	3.8	25.2	31.7	39.4	
PM	100.0	63.7	53.7	33.6	13.6	31.9	8.2	20.5	33.2	4.5	27.2	32.1	36.3	
QUATTORRUOTE	100.0	60.1	51.2	31.9	11.5	31.2	8.6	19.7	31.6	3.6	25.7	30.9	39.9	
QUI TOURING	100.0	66.9	56.7	36.9	14.5	33.8	8.3	23.8	32.9	4.1	30.5	32.3	33.1	
RAKAM	100.0	58.5	49.7	31.4	11.2	30.4	8.1	20.7	29.0	4.0	25.2	29.4	41.5	
ROCKSTAR	100.0	62.2	52.8	32.3	12.9	31.0	8.9	15.8	37.0	3.6	22.1	36.5	37.8	
SALVE	100.0	60.6	51.6	32.2	11.8	31.6	8.2	20.6	31.0	4.1	26.3	30.1	39.4	
SCIENZA 2000	100.0	60.1	50.9	31.4	11.7	32.7	6.4	17.9	33.0	3.5	23.5	33.1	39.9	
SCIENZA E VITA NUOVA	100.0	65.3	55.4	34.2	12.7	34.0	8.7	20.3	35.1	4.1	27.0	34.2	34.7	
LE SCIENZE	100.0	67.1	55.4	33.1	13.5	33.7	8.2	22.2	33.2	4.5	29.5	33.1	32.9	
SELEZIONE DAL R.DIGEST	100.0	59.7	51.1	32.0	11.1	31.3	8.7	20.6	30.5	3.8	26.0	29.9	40.3	
STARBENE	100.0	59.5	50.7	31.5	11.7	30.8	8.3	20.6	30.1	4.5	25.9	29.2	40.5	
STORIA ILLUSTRATA	100.0	62.2	53.0	32.8	12.2	32.6	8.2	22.3	30.7	4.7	26.5	31.0	37.8	
SUPER GOL	100.0	58.8	50.7	30.7	10.9	31.0	8.8	17.3	33.4	3.2	23.2	32.4	41.2	
IL TENNIS ITALIANO	100.0	62.7	54.2	33.0	12.8	32.1	9.4	18.6	35.6	4.0	24.6	34.2	37.3	
TUTTO CUCINA	100.0	56.2	47.8	29.6	10.7	28.7	8.3	19.7	28.1	4.3	24.4	27.4	43.8	
TUTTO MAGLIA	100.0	55.9	46.9	29.1	11.0	27.6	8.2	18.8	28.1	4.4	23.5	28.0	44.1	
TUTTO MOTO	100.0	60.1	51.8	32.0	12.0	31.2	8.6	17.1	34.7	3.0	22.9	34.2	39.9	
TUTTO MUSICA & SPETTACOLO	100.0	61.1	52.9	32.3	12.5	31.2	9.2	15.8	37.1	2.9	21.6	36.6	38.9	
TUTTO TURISMO	100.0	59.4	50.2	31.2	11.1	30.5	8.6	19.2	31.1	3.3	25.6	30.5	40.6	
TUTTO UNCINETTO	100.0	56.4	47.8	28.7	10.9	28.3	8.6	18.9	28.9	4.1	23.4	28.9	43.6	
VELA E MOTORE	100.0	63.7	54.6	34.0	12.8	32.2	9.6	21.3	33.3	4.5	26.0	33.1	36.3	
VITAL	100.0	63.8	55.1	35.3	14.2	31.9	9.0	19.1	36.0	4.6	26.2	32.9	36.2	
WEEKEND	100.0	65.0	55.2	32.9	15.4	29.0	10.9	19.9	35.4	4.8	25.2	35.1	35.0	
ZOOM	100.0	69.1	55.8	36.1	16.3	30.4	9.0	22.3	33.5	4.6	30.3	34.2	30.9	
DIANA (Quindicinale)	100.0	53.6	45.1	26.6	9.9	27.0	8.2	17.1	28.0	3.4	23.5	26.7	46.4	

Donne

Lettori ultimo periodo

analisi secondo: ● consumo di cibi surgelati

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso lo	deciso insieme	decidono altri	
TOTALE	100.0	57.7	50.4	33.0	10.9	31.1	8.4	37.0	13.5	32.7	16.3	8.7	42.3
PERIODICI	100.0	64.3	57.4	38.5	12.3	35.6	9.5	42.0	15.4	35.3	18.8	10.2	35.7
SETTIMANALI	100.0	64.6	57.5	38.8	12.5	35.6	9.5	42.0	15.5	35.4	18.7	10.5	35.4
ALBO BLITZ.....	100.0	66.1	58.0	36.8	11.9	35.7	10.4	40.1	17.9	32.3	20.7	13.1	33.9
AMICA.....	100.0	67.3	60.2	40.2	14.4	35.9	9.9	43.4	16.8	35.4	20.4	11.6	32.7
ANNA.....	100.0	65.8	58.8	39.4	14.0	35.1	9.7	43.0	15.8	35.7	19.4	10.7	34.2
AUTOSPRINT.....	100.0	66.4	59.1	38.4	12.3	36.8	10.0	41.6	17.5	32.9	20.8	12.7	33.6
BELLA.....	100.0	64.9	57.9	38.3	12.6	35.4	9.8	43.6	14.3	37.5	17.9	9.5	35.1
CIAO 2001.....	100.0	68.9	59.7	38.7	10.8	38.6	10.3	27.4	32.3	12.8	26.8	29.3	31.1
CONFIDENZE.....	100.0	63.4	56.0	36.9	11.6	34.8	9.5	41.9	14.1	36.0	17.9	9.6	36.6
DOLLY.....	100.0	65.6	56.1	35.1	10.4	36.0	9.8	26.2	29.9	12.0	26.3	27.4	34.4
DOMENICA DEL CORRIERE.....	100.0	61.7	54.7	37.3	12.1	33.9	8.7	41.3	13.4	35.8	17.4	8.5	36.3
DOMENICA QUIZ.....	100.0	68.7	61.5	41.0	14.4	36.7	10.5	45.4	16.2	37.0	20.6	11.1	31.3
EPOCA.....	100.0	67.7	60.7	41.9	14.4	36.9	9.4	45.2	15.5	37.7	19.7	10.2	32.3
L'ESPRESSO.....	100.0	70.5	63.6	42.0	15.9	37.1	10.6	44.9	18.7	35.7	22.3	12.6	29.5
EUROPEO.....	100.0	68.9	62.1	42.0	15.3	37.1	9.7	45.8	16.2	38.3	20.5	10.1	31.1
EVA EXPRESS.....	100.0	63.1	55.6	36.8	11.9	34.2	9.5	40.8	14.8	34.9	18.2	10.0	36.9
FAMIGLIA CRISTIANA.....	100.0	59.1	52.1	34.6	10.8	32.8	8.6	38.2	13.9	33.4	16.7	8.9	40.9
GENTE.....	100.0	64.7	57.5	38.9	13.0	35.2	9.4	43.1	14.4	36.9	18.3	9.4	35.3
GIOIA.....	100.0	65.1	57.8	38.2	12.9	35.4	9.5	40.8	17.0	33.3	20.0	11.8	34.9
IL GIORNALINO.....	100.0	68.4	61.3	40.9	13.7	37.8	9.8	44.7	16.6	37.4	19.6	11.5	31.6
GRAND HOTEL.....	100.0	62.0	54.1	35.0	11.1	33.7	9.3	39.1	15.0	33.3	18.1	10.6	38.0
GRAZIA.....	100.0	66.9	59.8	40.0	14.1	36.1	9.6	42.6	17.2	34.6	20.5	11.8	33.1
GUERIN SPORTIVO.....	100.0	68.9	60.2	38.5	12.6	37.1	10.5	35.2	25.0	23.8	24.6	20.5	31.1
GUIDA CUCINA.....	100.0	67.6	60.3	39.5	13.5	36.6	10.2	45.1	15.1	38.2	19.2	10.2	32.4
GUIDA TV.....	100.0	64.2	56.3	36.6	11.9	34.7	9.7	39.8	16.5	32.8	19.2	12.2	35.8
INTIMITA'.....	100.0	62.7	55.5	36.7	11.4	34.5	9.5	42.6	12.9	37.4	16.9	8.4	37.3
INTREPIDO.....	100.0	66.1	58.0	36.3	11.7	35.9	10.4	40.4	17.6	32.4	20.3	13.4	33.9
IL MONDO.....	100.0	74.5	68.6	45.7	19.5	37.9	11.2	51.1	17.5	40.3	23.3	10.9	25.5
MONDO ECONOMICO.....	100.0	70.2	63.2	42.3	15.9	37.0	10.2	43.0	20.2	33.0	22.8	14.4	29.8
IL MONELLO.....	100.0	66.3	58.5	37.4	12.7	35.8	10.0	39.4	19.1	30.7	21.1	14.5	33.7
NOVELLA 2000.....	100.0	63.0	55.4	36.5	11.6	34.4	9.4	40.6	14.9	34.3	18.3	10.5	37.0
OGGI.....	100.0	65.0	57.9	39.1	13.3	35.3	9.4	43.6	14.3	37.2	18.4	9.3	35.0
ONDA TV.....	100.0	63.8	55.9	35.5	11.1	34.9	9.9	38.7	17.3	32.3	18.6	12.8	36.2
PANORAMA.....	100.0	69.9	63.0	42.1	15.9	37.0	10.2	44.6	18.5	35.2	22.2	12.6	30.1
RADIOCORRIERE TV.....	100.0	64.9	57.5	38.2	12.9	35.2	9.5	41.6	15.9	34.9	19.1	10.9	35.1
RAGAZZA IN.....	100.0	65.8	56.8	36.3	10.7	36.8	9.4	28.8	28.0	15.9	25.1	24.8	34.2
ROMBO.....	100.0	66.3	58.5	38.4	11.9	36.6	10.0	32.1	26.4	19.0	25.7	21.5	33.7
SORRISI E CANZONI TV.....	100.0	64.0	56.3	36.3	12.0	34.8	9.5	38.7	17.5	31.2	19.9	12.9	36.0
STARTER.....	100.0	63.4	55.6	35.0	10.4	35.3	9.8	37.9	17.6	30.1	19.8	13.6	36.6
STOP.....	100.0	59.2	51.9	35.1	10.8	32.5	8.5	39.3	12.6	34.9	16.2	8.2	40.8
TELESETTE.....	100.0	64.4	56.6	36.7	12.1	34.8	9.7	40.2	16.4	33.1	19.4	12.0	35.6
TOPOLINO.....	100.0	69.3	61.6	40.3	14.0	37.2	10.5	42.2	19.4	32.8	21.9	14.6	30.7

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● consumo di cibi surgelati

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	54.8	48.9	32.2	11.0	29.5	8.4	42.2	6.7	41.2	11.6	2.1	45.2
PERIODICI	100.0	62.6	56.8	38.8	12.9	34.4	9.6	49.9	6.9	47.4	13.3	1.9	37.4
SETTIMANALI	100.0	63.1	57.1	39.4	13.1	34.7	9.4	50.1	7.0	48.0	13.1	2.0	36.9
ALBO BLITZ.....	100.0	59.4	52.7	33.7	14.5	27.2	11.1	41.5	11.3	38.7	14.3	6.4	40.6
AMICA.....	100.0	66.6	60.8	41.2	15.0	35.6	10.1	54.5	6.3	52.1	13.1	1.4	33.4
ANNA.....	100.0	64.8	59.0	40.0	14.4	34.6	10.0	52.8	6.2	50.7	12.6	1.4	35.2
AUTOSPRINT.....	100.0	62.0	56.4	37.3	15.1	30.9	10.5	46.8	9.6	42.1	15.6	4.3	38.0
BELLA.....	100.0	64.0	57.9	39.0	13.0	34.8	10.1	51.8	6.1	50.3	12.2	1.5	36.0
CIAO 2001.....	100.0	59.0	52.1	33.4	12.0	29.3	10.8	44.2	7.9	43.9	11.3	3.9	41.0
CONFIDENZE.....	100.0	61.7	55.4	37.0	11.9	34.0	9.5	49.2	6.2	47.7	12.4	1.6	38.3
DOLLY.....	100.0	63.9	57.7	35.2	11.8	35.1	10.8	50.7	7.0	48.8	13.3	1.8	36.1
DOMENICA DEL CORRIERE.....	100.0	58.8	53.0	36.6	12.5	31.9	8.6	46.2	6.8	43.2	13.2	2.4	41.2
DOMENICA QUIZ.....	100.0	66.3	60.0	40.5	15.0	34.2	10.8	53.0	7.0	49.2	14.7	2.5	33.7
EPOCA.....	100.0	65.2	59.5	41.6	15.1	34.9	9.5	52.4	7.1	48.5	14.5	2.2	34.8
L'ESPRESSO.....	100.0	68.9	63.5	42.8	17.6	35.0	10.9	55.0	8.5	50.9	15.4	2.5	31.1
EUROPEO.....	100.0	66.0	60.4	41.2	16.1	34.6	9.7	51.9	8.5	49.2	14.3	2.5	34.0
EVA EXPRESS.....	100.0	61.5	55.1	36.9	12.2	33.0	9.8	48.6	6.5	47.6	12.1	1.7	38.5
FAMIGLIA CRISTIANA.....	100.0	56.5	50.7	34.2	11.1	31.0	8.6	43.9	6.8	42.7	11.8	2.0	43.5
GENTE.....	100.0	62.7	56.8	39.0	13.4	34.0	9.4	50.2	6.5	48.1	12.8	1.9	37.3
GIOIA.....	100.0	63.9	57.9	38.9	13.5	34.7	9.7	51.5	6.4	50.1	12.4	1.5	36.1
IL GIORNALINO.....	100.0	68.6	63.0	42.3	15.9	36.7	10.4	56.0	7.0	52.7	13.7	2.2	31.4
GRAND HOTEL.....	100.0	60.1	53.4	34.8	11.3	32.6	9.5	46.7	6.7	45.4	12.6	2.1	39.9
GRAZIA.....	100.0	65.8	59.8	40.8	14.7	35.2	9.8	53.5	6.3	51.1	13.2	1.4	34.2
GUERIN SPORTIVO.....	100.0	63.7	57.2	37.4	16.5	29.8	10.9	46.2	11.0	38.2	20.5	5.0	36.3
GUIDA CUCINA.....	100.0	66.8	60.5	40.2	14.2	35.9	10.4	53.9	6.6	51.7	13.3	1.7	33.2
GUIDA TV.....	100.0	61.5	55.1	36.2	12.5	32.7	9.9	48.1	7.0	46.1	13.1	2.4	38.5
INTIMITA'.....	100.0	61.2	54.9	36.8	11.8	33.5	9.6	48.6	6.2	47.3	12.2	1.8	38.8
INTREPIDO.....	100.0	63.8	57.2	37.0	13.8	32.6	10.7	48.8	8.4	46.0	14.2	3.6	36.2
IL MONDO.....	100.0	70.2	65.7	44.1	21.0	33.2	11.5	55.0	10.7	50.2	17.2	2.7	29.8
MONDO ECONOMICO.....	100.0	66.8	61.6	41.7	18.8	32.2	10.7	50.7	10.9	47.6	15.5	3.7	33.2
IL MONELLO.....	100.0	64.2	57.8	38.1	14.1	33.2	10.5	50.2	7.6	48.4	13.1	2.7	35.8
NOVELLA 2000.....	100.0	61.0	54.6	36.2	12.1	32.8	9.7	48.1	6.5	46.7	12.2	2.0	39.0
OGGI.....	100.0	63.2	57.4	39.3	13.8	34.1	9.5	50.8	6.6	48.2	13.1	1.9	36.8
ONDA TV.....	100.0	61.8	55.5	35.7	12.4	33.0	10.2	48.5	7.1	47.1	12.4	2.3	38.2
PANORAMA.....	100.0	68.5	63.1	42.8	17.3	35.3	10.4	55.2	7.9	51.1	15.1	2.3	31.5
RADIOCORRIERE TV.....	100.0	62.4	56.4	37.9	13.6	33.2	9.6	49.3	7.2	46.9	13.1	2.4	37.6
RAGAZZA IN.....	100.0	64.7	58.4	36.6	12.0	35.7	10.7	51.6	6.8	50.4	12.7	1.6	35.3
ROMBO.....	100.0	57.4	52.6	34.7	16.4	26.5	9.7	40.6	12.0	39.3	12.7	5.4	42.6
SORRISI E CANZONI TV.....	100.0	62.4	56.1	36.7	12.6	33.6	9.9	49.2	6.9	47.0	13.3	2.0	37.6
STARTER.....	100.0	50.9	44.9	29.5	14.1	20.7	10.0	32.9	12.0	29.8	12.9	8.2	49.1
STOP.....	100.0	56.8	50.4	34.5	10.9	31.0	8.5	44.4	6.1	43.6	11.5	1.7	43.2
TELESETTE.....	100.0	63.1	56.6	37.4	13.1	33.5	10.0	49.5	7.1	46.9	13.9	2.3	36.9
TOPOLINO.....	100.0	69.0	62.9	41.3	15.5	36.2	11.2	55.9	7.0	52.4	14.6	2.0	31.0

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● consumo di cibi surgelati

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	54.8	48.9	32.2	11.0	29.5	8.4	42.2	6.7	41.2	11.6	2.1	45.2
MENSILI	100.0	67.2	61.8	43.9	15.2	37.3	9.3	54.7	7.1	49.9	15.5	1.8	32.8
ABITARE	100.0	68.3	63.0	42.6	17.1	35.0	10.9	55.5	7.5	52.6	13.6	2.0	31.7
AD	100.0	70.0	65.1	44.5	19.5	34.9	10.7	57.3	7.9	53.5	14.5	2.0	30.0
AIRONE	100.0	71.4	66.1	44.2	19.4	35.1	11.6	58.5	7.6	53.7	15.5	2.2	28.6
ALTA FEDELTA'	100.0	55.6	48.8	30.3	12.0	25.5	11.2	39.4	9.4	38.6	12.1	4.9	44.4
ASTRA	100.0	68.4	62.0	41.3	16.7	34.1	11.1	55.0	7.0	52.3	14.5	1.6	31.6
ATLANTE	100.0	69.6	64.5	42.0	17.5	35.1	11.9	56.7	7.8	51.6	15.8	2.1	30.4
AUTO CAPITAL	100.0	64.4	58.7	39.9	17.3	31.6	9.7	49.4	9.2	47.6	13.5	3.3	35.6
L'AUTOMOBILE	100.0	65.6	59.5	40.1	15.2	34.2	10.1	52.0	7.5	47.4	15.6	2.5	34.4
BENISSIMO	100.0	66.7	60.4	40.1	13.5	36.4	10.4	54.1	6.3	52.2	13.0	1.5	33.3
BRAVA CASA	100.0	69.3	63.2	43.5	17.1	35.8	10.4	56.6	6.7	52.8	14.9	1.6	30.7
CAPITAL	100.0	70.5	65.2	46.1	20.1	35.3	9.7	57.1	8.1	52.1	16.0	2.4	29.5
CASAVIVA	100.0	69.9	64.2	43.9	16.7	36.8	10.6	57.7	6.5	53.4	14.9	1.6	30.1
100 COSE	100.0	66.3	60.1	39.5	14.2	35.4	10.5	53.9	6.2	51.7	13.2	1.4	33.7
CONSIGLI PRATICI	100.0	60.6	54.4	34.9	10.8	33.4	10.1	48.4	6.0	46.9	11.7	1.9	39.4
CORTO MALTESE	100.0	67.1	62.0	36.9	23.1	23.1	15.8	44.4	17.6	52.3	12.0	2.8	32.9
COSMOPOLITAN	100.0	68.3	62.6	41.7	16.8	34.9	10.8	55.6	7.0	52.7	14.1	1.6	31.7
LA CUCINA ITALIANA	100.0	64.4	58.7	39.2	14.6	33.9	10.1	52.0	6.7	49.7	12.8	1.9	35.6
DONNAPIU'	100.0	66.0	60.2	39.0	14.4	35.0	10.8	53.7	6.5	51.7	13.0	1.4	34.0
ESPANSIONE	100.0	73.3	68.9	50.5	21.6	37.0	10.4	60.0	9.0	55.4	15.3	2.5	26.7
FOTOGRAFARE	100.0	70.8	64.9	43.6	17.2	36.9	10.8	56.3	8.6	50.1	17.7	3.0	29.2
GARDENIA	100.0	73.1	68.7	46.0	20.0	37.6	11.1	61.7	7.1	54.2	17.4	1.4	26.9
GENTE MONEY	100.0	71.2	65.7	45.5	19.3	36.2	10.2	57.9	7.7	52.5	16.4	2.2	28.8
GENTE MOTORI	100.0	64.5	58.6	39.0	15.4	33.0	10.1	50.1	8.4	44.7	16.5	3.4	35.5
GENTE VIAGGI	100.0	67.8	62.1	42.3	17.6	34.3	10.2	54.9	7.2	50.2	15.5	2.1	32.2
GIOIELLI	100.0	65.4	59.3	39.5	13.1	35.9	10.2	52.6	6.7	51.5	12.6	1.3	34.6
INSIEME	100.0	69.4	63.2	42.4	15.0	37.2	11.0	57.1	6.1	52.7	15.1	1.6	30.6
JESUS	100.0	61.6	55.8	36.2	13.5	31.1	11.2	47.9	7.9	48.3	11.3	2.1	38.4
LEI	100.0	66.5	60.5	39.3	15.0	35.1	10.3	54.1	6.4	52.0	13.2	1.3	33.5
LINUS	100.0	74.1	68.8	46.3	20.1	37.0	11.7	61.4	7.4	56.3	15.9	2.0	25.9
MADRE	100.0	59.8	54.6	36.7	11.9	33.2	9.4	49.0	5.6	47.1	11.4	1.3	40.2
MANI DI FATA	100.0	61.2	55.2	37.1	11.8	34.2	9.2	48.7	6.5	47.6	12.1	1.4	38.8
MAX	100.0	70.0	64.0	40.9	19.1	32.9	12.0	55.5	8.5	51.8	15.7	2.5	30.0
MESSAGGERO DI S.ANTONIO	100.0	54.1	48.3	32.2	10.3	29.9	8.1	41.5	6.8	40.7	11.2	2.2	45.9
LA MIA CASA	100.0	62.4	56.4	38.5	13.7	33.4	9.3	50.0	6.5	47.8	12.8	1.8	37.6
MILLEIDEE	100.0	65.2	59.2	39.7	13.5	35.5	10.2	52.9	6.3	51.1	12.8	1.4	34.8
MODA	100.0	62.3	56.0	36.4	12.8	33.4	9.7	49.4	6.6	48.1	12.5	1.8	37.7
MOTOCICLISMO	100.0	59.7	53.6	35.3	14.5	29.3	9.8	44.6	9.0	39.0	16.2	4.5	40.3
MUSIC	100.0	62.8	54.5	34.1	13.6	29.0	11.9	44.1	10.3	43.6	13.9	5.4	37.2
NATURA OGGI	100.0	67.4	61.4	40.5	14.9	35.1	11.4	53.9	7.5	50.1	15.1	2.1	32.6
PESCARE	100.0	61.7	55.2	36.2	13.7	31.0	10.5	45.7	9.5	44.0	14.1	3.6	38.3
PHOTO ITALIANA	100.0	65.4	59.9	39.7	17.0	31.1	11.8	49.1	10.8	48.2	14.0	3.2	34.6
IL PIACERE	100.0	72.6	67.4	47.6	22.5	34.6	10.3	60.0	7.4	56.2	15.1	1.3	27.4
PLAYMEN	100.0	59.1	52.4	33.7	14.1	27.1	11.2	41.2	11.2	37.4	15.8	6.0	40.9
PM	100.0	71.0	65.8	44.0	19.9	34.2	11.7	57.2	8.6	52.9	15.6	2.4	29.0
QUATTORRUOTE	100.0	64.8	58.9	39.3	15.5	33.1	10.3	50.4	8.6	45.8	15.6	3.4	35.2
QUI TOURING	100.0	72.0	67.0	47.2	19.6	37.1	10.2	60.1	6.8	55.3	14.9	1.8	28.0
RAKAM	100.0	66.5	60.7	41.4	13.8	37.0	9.9	54.1	6.7	52.1	13.1	1.4	33.5
ROCKSTAR	100.0	61.2	52.1	27.9	12.1	25.9	14.0	39.6	12.4	37.2	15.0	9.0	38.8
SALVE	100.0	68.3	62.6	41.9	16.0	36.1	10.4	55.8	6.8	52.2	14.7	1.4	31.7
SCIENZA 2000	100.0	63.7	58.7	40.4	17.0	33.7	7.9	51.3	7.3	46.3	14.5	2.8	36.3
SCIENZA E VITA NUOVA	100.0	71.7	66.7	43.6	19.1	36.4	11.2	57.4	9.3	55.7	13.8	2.2	28.3
LE SCIENZE	100.0	71.6	65.9	43.5	19.3	36.2	10.5	57.3	8.7	53.3	15.4	2.9	28.4
SELEZIONE DAL R.DIGEST	100.0	64.4	58.4	39.7	13.7	34.9	9.9	51.6	6.9	48.7	13.6	2.1	35.6
STARBENE	100.0	66.4	60.6	40.2	15.3	35.0	10.3	53.7	6.9	49.9	14.9	1.6	33.6
STORIA ILLUSTRATA	100.0	65.5	59.7	39.2	16.1	33.5	10.2	50.7	9.0	47.9	15.0	2.5	34.5
SUPER GOL	100.0	60.4	53.8	35.2	14.8	28.5	10.4	43.9	9.9	37.9	17.5	5.1	39.6
IL TENNIS ITALIANO	100.0	67.5	61.7	41.5	19.3	32.5	10.0	52.0	9.7	47.6	17.1	2.8	32.5
TUTTO CUCINA	100.0	61.9	55.4	36.2	12.2	33.7	9.5	48.8	6.5	47.2	12.9	1.9	38.1
TUTTO MAGLIA	100.0	60.2	53.8	35.6	12.2	32.5	9.2	47.2	6.6	47.1	11.3	1.8	39.8
TUTTO MOTO	100.0	62.5	56.7	37.0	14.9	32.0	9.8	48.5	8.2	40.9	17.4	4.2	37.5
TUTTO MUSICA & SPETTACOLO	100.0	65.6	59.0	37.4	13.5	34.8	10.7	51.9	7.1	49.4	14.2	2.1	34.4
TUTTO TURISMO	100.0	65.2	59.6	39.3	15.8	33.4	10.4	52.4	7.3	48.8	14.2	2.2	34.8
TUTTO UNCINETTO	100.0	61.6	54.9	35.4	11.6	33.4	9.9	48.2	6.6	47.6	12.3	1.7	38.4
VELA E MOTORE	100.0	66.8	60.4	41.9	15.6	35.8	8.9	53.2	7.2	46.1	17.8	2.9	33.2
VITAL	100.0	66.6	59.4	37.3	14.8	32.6	12.0	52.5	7.0	52.4	13.0	1.2	33.4
WEEKEND	100.0	70.1	64.2	44.2	21.2	33.3	9.7	56.8	7.4	53.1	14.3	2.7	29.9
ZOOM	100.0	64.6	60.1	40.4	17.6	31.0	11.5	46.1	14.0	42.0	18.2	4.4	35.4
DIANA (Quindicinale)	100.0	57.3	51.2	33.0	12.4	30.5	8.3	43.4	7.8	40.3	14.1	2.8	42.7

Adulti

Lettori ultimo periodo
analisi secondo: ● consumo di tonno in scatola

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso lo	deciso insieme	decidono altri	
TOTALE	100.0	71.6	60.8	34.9	9.4	40.3	11.2	32.8	28.1	24.1	23.8	23.7	28.4
PERIODICI	100.0	77.2	66.9	38.9	10.2	45.2	11.6	36.5	30.5	25.4	26.4	25.5	22.8
SETTIMANALI	100.0	77.7	67.3	39.5	10.1	45.6	11.6	36.9	30.5	25.7	26.6	25.4	22.3
ALBO BLITZ.....	100.0	77.4	66.1	38.0	12.0	43.4	10.7	24.5	41.6	9.1	28.2	40.2	22.6
AMICA.....	100.0	77.1	66.9	37.2	8.7	45.9	12.4	40.5	26.4	33.4	24.3	19.5	22.9
ANNA.....	100.0	76.4	66.3	37.0	8.6	45.3	12.4	41.6	24.7	35.6	23.2	17.6	23.6
AUTOSPRINT.....	100.0	78.0	67.4	38.4	10.7	45.1	11.6	26.2	41.2	11.0	29.6	37.4	22.0
BELLA.....	100.0	76.6	66.7	37.9	8.8	45.5	12.4	43.7	23.0	39.0	22.1	15.6	23.4
CIAO 2001.....	100.0	80.2	69.2	40.2	12.5	45.8	10.8	24.8	44.4	10.7	28.5	41.0	19.8
CONFIDENZE.....	100.0	75.9	65.5	37.7	9.5	44.0	12.0	42.0	23.6	37.0	22.1	16.8	24.1
DOLLY.....	100.0	81.1	69.5	41.1	13.2	46.2	10.0	29.4	40.1	14.5	28.6	38.0	18.9
DOMENICA DEL CORRIERE.....	100.0	74.5	64.1	35.9	8.7	43.5	11.9	32.5	31.6	20.1	27.1	27.4	25.5
DOMENICA QUIZ.....	100.0	77.5	66.1	37.2	9.3	44.5	12.3	33.7	32.4	21.3	28.1	28.1	22.5
EPOCA.....	100.0	76.8	66.2	36.5	8.4	45.2	12.6	33.4	32.8	20.4	28.1	28.4	23.2
L'ESPRESSO.....	100.0	77.5	66.5	36.6	8.6	45.6	12.4	31.0	35.5	17.4	29.0	31.1	22.5
EUROPEO.....	100.0	76.8	65.8	36.0	8.4	44.8	12.6	30.4	35.5	16.5	28.6	31.7	23.2
EVA EXPRESS.....	100.0	76.3	66.0	37.6	9.4	44.6	12.0	38.8	27.2	31.5	24.0	20.8	23.7
FAMIGLIA CRISTIANA.....	100.0	73.9	63.9	36.8	8.8	43.7	11.4	34.4	29.5	24.9	24.8	24.3	26.1
GENTE.....	100.0	75.6	65.2	36.6	8.8	44.2	12.2	36.8	28.5	27.9	24.7	22.9	24.4
GIOIA.....	100.0	76.9	66.5	37.7	9.2	45.2	12.1	40.0	26.5	33.1	24.1	19.7	23.1
IL GIORNALINO.....	100.0	79.4	69.2	40.0	10.2	47.8	11.1	36.7	32.5	25.7	25.8	27.9	20.6
GRAND HOTEL.....	100.0	75.4	64.8	37.7	10.4	43.1	11.3	36.5	28.3	27.5	24.4	23.5	24.6
GRAZIA.....	100.0	76.7	66.4	36.9	8.4	45.5	12.5	39.7	26.7	32.5	24.5	19.7	23.3
GUERIN SPORTIVO.....	100.0	79.1	68.4	39.1	12.0	45.0	11.3	24.3	44.1	8.0	29.2	42.0	20.9
GUIDA CUCINA.....	100.0	77.4	66.8	37.8	9.3	45.4	12.1	42.4	24.5	35.6	23.7	18.1	22.6
GUIDA TV.....	100.0	76.1	65.4	37.4	10.4	43.4	11.6	33.2	32.3	21.7	26.6	27.9	23.9
INTIMITA'.....	100.0	75.9	65.9	37.7	9.2	44.4	12.3	42.7	23.2	38.0	21.7	16.1	24.1
INTREPIDO.....	100.0	77.4	66.5	38.3	12.0	43.7	10.8	27.6	38.9	12.2	28.1	37.1	22.6
IL MONDO.....	100.0	77.8	67.5	34.5	7.0	46.6	13.9	28.7	38.8	13.0	31.9	32.9	22.2
MONDO ECONOMICO.....	100.0	78.7	67.5	35.6	7.8	46.7	13.0	28.6	38.9	12.5	31.1	35.1	21.3
IL MONELLO.....	100.0	78.1	67.1	38.6	11.3	44.8	11.0	29.0	38.2	14.6	28.4	35.1	21.9
NOVELLA 2000.....	100.0	76.6	66.2	38.0	9.7	44.6	11.9	38.2	28.0	29.7	24.4	22.5	23.4
OGGI.....	100.0	75.9	65.6	36.9	8.8	44.6	12.2	36.5	29.1	26.9	25.4	23.6	24.1
ONDA TV.....	100.0	76.2	65.3	37.4	10.9	43.2	11.3	33.3	31.9	22.9	25.4	27.9	23.8
PANORAMA.....	100.0	77.4	66.6	36.5	8.5	45.8	12.4	30.7	36.0	17.5	28.8	31.1	22.6
RADIOCORRIERE TV.....	100.0	76.1	65.5	37.2	9.8	43.9	11.8	32.8	32.7	21.0	26.6	28.5	23.9
RAGAZZA IN.....	100.0	80.6	69.1	41.8	12.8	46.0	10.3	30.9	38.2	16.8	27.8	36.0	19.4
ROMBO.....	100.0	79.0	68.5	39.1	11.4	45.2	11.8	23.5	45.0	6.4	30.8	41.8	21.0
SORRISI E CANZONI TV.....	100.0	77.2	66.6	38.5	10.9	44.4	11.3	34.2	32.5	23.1	26.2	28.0	22.8
STARTER.....	100.0	76.6	65.9	38.7	11.4	44.2	10.4	21.9	44.0	7.5	27.2	41.9	23.4
STOP.....	100.0	74.1	64.1	36.6	8.8	42.8	12.5	37.2	26.9	29.9	23.6	20.6	25.9
TELESETTE.....	100.0	76.7	65.7	37.7	10.9	43.3	11.5	32.6	33.1	20.9	26.6	29.1	23.3
TOPOLINO.....	100.0	79.4	68.8	39.5	10.5	46.6	11.7	33.2	35.7	20.0	28.1	31.3	20.6

Lettori ultimo periodo

analisi secondo: ● consumo di tonno in scatola

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	71.6	60.8	34.9	9.4	40.3	11.2	32.8	28.1	24.1	23.8	23.7	28.4
MENSILI	100.0	79.2	69.1	39.4	10.4	47.0	11.8	37.6	31.5	24.1	28.5	26.6	20.8
ABITARE.....	100.0	76.3	65.9	35.6	7.6	45.3	13.1	33.1	32.9	21.8	27.9	26.6	23.7
AD.....	100.0	76.5	65.6	34.7	6.8	46.0	12.9	32.4	33.3	22.1	27.6	26.8	23.5
AIRONE.....	100.0	78.1	68.0	37.6	8.3	47.0	12.8	32.4	35.7	19.1	29.6	29.5	21.9
ALTA FEDELTA'.....	100.0	78.6	68.3	40.2	12.3	44.9	11.0	25.1	43.2	9.4	28.4	40.8	21.4
ASTRA.....	100.0	78.8	68.2	37.5	9.2	46.7	12.3	35.2	33.0	24.0	28.1	26.7	21.2
ATLANTE.....	100.0	77.6	67.3	37.4	8.5	46.6	12.3	32.7	34.6	19.5	29.0	29.2	22.4
AUTO CAPITAL.....	100.0	78.1	67.7	37.5	9.2	47.1	11.4	24.6	43.1	9.4	29.8	38.9	21.9
L'AUTOMOBILE.....	100.0	77.9	67.2	38.0	9.7	45.7	11.8	31.1	36.2	15.7	29.5	32.7	22.1
BENISSIMO.....	100.0	78.8	68.4	39.0	10.0	46.6	11.8	43.2	25.2	36.9	23.9	18.0	21.2
BRAVA CASA.....	100.0	76.0	65.5	36.5	8.3	43.8	13.5	43.1	22.4	37.9	22.8	15.3	24.0
CAPITAL.....	100.0	77.5	67.4	35.6	7.2	46.9	13.3	30.7	36.8	17.7	29.3	30.6	22.5
CASAVIVA.....	100.0	76.9	66.6	36.8	8.2	45.2	13.2	40.7	26.0	32.6	25.3	19.1	23.1
100 COSE.....	100.0	80.4	69.7	39.5	10.3	48.0	11.4	32.0	37.6	19.4	29.5	31.5	19.6
CONSIGLI PRATICI.....	100.0	75.5	66.2	38.6	8.9	44.8	12.5	44.4	21.9	39.1	21.4	15.0	24.5
CORTO MALTESE.....	100.0	76.2	65.2	34.5	7.4	44.6	13.5	27.3	38.2	15.3	29.3	31.6	23.8
COSMOPOLITAN.....	100.0	78.7	68.3	37.6	8.6	47.9	12.0	34.3	34.1	22.8	28.6	27.3	21.3
LA CUCINA ITALIANA.....	100.0	76.2	65.9	37.0	9.0	44.5	12.5	39.9	26.0	32.5	23.6	20.0	23.8
DONNAPIU'.....	100.0	78.0	67.6	37.6	9.1	46.6	12.0	40.1	27.5	31.9	25.5	20.6	22.0
ESPANSIONE.....	100.0	76.3	66.4	32.4	6.4	45.3	14.7	29.3	37.1	15.9	29.3	31.1	23.7
FOTOGRAFARE.....	100.0	80.1	69.3	38.8	9.5	46.8	13.0	30.4	38.8	14.4	31.7	33.9	19.9
GARDENIA.....	100.0	76.8	65.9	34.9	7.0	45.8	13.2	35.5	30.5	24.1	28.0	24.7	23.2
GENTE MONEY.....	100.0	77.9	67.8	36.8	7.8	47.0	13.1	30.9	37.0	16.5	30.4	31.0	22.1
GENTE MOTORI.....	100.0	78.4	68.1	38.7	10.5	46.0	11.6	28.0	40.1	11.8	30.0	36.6	21.6
GENTE VIAGGI.....	100.0	77.6	67.0	37.0	8.6	46.1	12.4	30.1	36.9	16.6	29.7	31.3	22.4
GIOIELLI.....	100.0	77.6	67.3	38.4	9.1	46.2	12.1	44.2	23.1	39.2	22.5	15.9	22.4
INSIEME.....	100.0	76.9	66.3	37.6	8.2	44.7	13.5	43.0	23.3	35.1	25.1	16.6	23.1
JESUS.....	100.0	76.4	66.6	38.5	8.5	47.3	10.9	35.0	31.6	23.7	26.1	26.5	23.6
LEI.....	100.0	79.2	68.5	38.4	9.2	48.1	11.3	33.3	35.3	21.2	29.2	28.8	20.8
LINUS.....	100.0	79.1	68.6	38.0	8.6	47.5	12.6	29.1	39.6	14.9	30.8	33.3	20.9
MADRE.....	100.0	75.1	65.6	37.7	8.5	45.4	11.7	39.4	26.2	32.3	22.7	20.1	24.9
MANI DI FATA.....	100.0	75.0	64.7	37.2	9.3	43.5	11.9	43.7	21.1	40.7	21.0	13.3	25.0
MAX.....	100.0	79.1	68.5	38.8	10.4	47.1	10.9	24.3	44.2	10.2	30.3	38.6	20.9
MESSAGGERO DI S.ANTONIO.....	100.0	71.7	61.4	35.5	9.4	41.1	11.0	32.6	28.9	23.7	24.2	23.8	28.3
LA MIA CASA.....	100.0	74.9	64.2	35.9	9.6	41.9	12.6	39.1	25.1	32.2	23.4	19.3	25.1
MILLEIDEE.....	100.0	77.4	67.1	38.2	9.1	46.0	12.1	44.1	23.1	39.0	22.5	15.9	22.6
MODA.....	100.0	77.5	66.9	38.4	10.3	45.5	11.2	35.0	32.0	24.5	26.4	26.6	22.5
MOTOCICLISMO.....	100.0	78.5	68.0	39.9	11.8	45.0	11.2	24.1	43.9	7.3	28.9	42.3	21.5
MUSIC.....	100.0	80.4	68.7	40.3	13.8	44.8	10.0	24.6	44.1	9.5	27.6	43.3	19.6
NATURA OGGI.....	100.0	77.7	67.6	38.2	9.0	46.2	12.4	33.4	34.2	19.1	30.1	28.4	22.3
PESCARE.....	100.0	78.3	68.0	38.3	9.6	46.2	12.2	28.6	39.4	10.7	31.7	36.0	21.7
PHOTO ITALIANA.....	100.0	78.4	67.9	37.4	9.0	46.0	12.9	28.0	40.0	14.8	29.1	34.5	21.6
IL PIACERE.....	100.0	77.3	67.6	36.4	6.7	48.3	12.6	30.2	37.4	17.3	29.8	30.2	22.7
PLAYMEN.....	100.0	78.2	67.9	39.2	11.6	44.7	11.7	27.4	40.6	9.4	30.6	38.2	21.8
PM.....	100.0	78.5	67.9	37.5	9.0	46.7	12.3	29.0	39.0	15.8	29.9	32.8	21.5
QUATTORRUOTE.....	100.0	77.9	67.4	37.9	10.3	45.5	11.6	28.0	39.5	11.9	30.2	35.9	22.1
QUI TOURING.....	100.0	77.4	67.5	35.9	6.9	46.8	13.8	33.4	34.2	21.0	28.9	27.5	22.6
RAKAM.....	100.0	76.2	65.8	37.7	8.5	45.0	12.3	45.3	20.5	42.1	21.1	13.0	23.8
ROCKSTAR.....	100.0	81.5	70.2	41.0	13.1	46.9	10.2	22.8	47.4	7.0	28.5	46.1	18.5
SALVE.....	100.0	77.4	66.8	36.9	8.8	45.6	12.4	36.3	30.6	28.1	27.1	24.3	22.6
SCIENZA 2000.....	100.0	76.7	65.9	37.7	12.8	42.1	10.9	27.0	38.9	13.6	27.3	35.8	23.3
SCIENZA E VITA NUOVA.....	100.0	79.8	70.2	39.3	9.5	48.6	12.1	31.7	38.5	17.5	28.8	33.5	20.2
LE SCIENZE.....	100.0	77.4	66.4	36.3	7.9	45.7	12.8	30.1	36.3	15.5	29.3	32.6	22.6
SELEZIONE DAL R.DIGEST.....	100.0	77.6	67.3	38.0	9.3	46.1	11.9	35.2	32.1	23.3	27.2	27.0	22.4
STARBENE.....	100.0	76.9	66.4	37.0	8.6	45.5	12.3	36.9	29.5	27.4	26.4	23.1	23.1
STORIA ILLUSTRATA.....	100.0	76.9	66.1	36.8	8.9	45.4	11.8	31.8	34.3	17.0	28.5	31.3	23.1
SUPER GOL.....	100.0	77.4	66.9	39.2	13.0	43.1	10.8	24.7	42.2	7.8	28.7	41.0	22.6
IL TENNIS ITALIANO.....	100.0	77.6	66.7	37.4	10.4	45.0	11.3	26.3	40.4	12.2	27.2	38.2	22.4
TUTTO CUCINA.....	100.0	75.4	64.8	37.2	9.9	43.3	11.7	40.6	24.3	34.7	22.7	17.9	24.6
TUTTO MAGLIA.....	100.0	75.3	64.9	37.7	10.3	42.9	11.6	44.6	20.3	41.7	20.0	13.6	24.7
TUTTO MOTO.....	100.0	79.4	68.8	40.2	13.0	45.1	10.8	25.3	43.5	8.5	28.8	42.0	20.6
TUTTO MUSICA & SPETTACOLO.....	100.0	81.0	69.9	41.5	13.1	46.3	10.5	27.0	42.8	12.0	28.2	40.8	19.0
TUTTO TURISMO.....	100.0	77.9	67.5	38.0	9.7	46.0	11.9	29.3	38.2	14.4	29.9	33.6	22.1
TUTTO UNCINETTO.....	100.0	76.0	65.7	38.3	10.3	43.8	11.6	45.0	20.7	41.3	20.5	14.2	24.0
VELA E MOTORE.....	100.0	77.7	67.1	37.3	8.7	46.8	11.7	30.5	36.6	16.1	27.7	33.9	22.3
VITAL.....	100.0	78.8	67.6	37.3	8.8	47.7	11.1	28.7	39.0	16.8	29.8	32.2	21.2
WEEKEND.....	100.0	77.0	64.6	35.0	8.4	44.3	12.1	28.5	36.3	17.0	26.2	33.7	23.0
ZOOM.....	100.0	79.5	68.8	36.4	9.3	46.1	13.5	22.1	46.7	8.4	30.0	41.1	20.5
DIANA (Quindicinale).....	100.0	73.8	62.8	35.5	9.6	42.4	10.9	27.2	35.6	12.3	28.7	32.9	26.2

Lettori ultimo periodo

analisi secondo: ● consumo di tonno in scatola

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	72.2	60.9	34.3	9.6	40.3	10.9	23.3	37.6	6.6	28.7	36.9	27.8
PERIODICI	100.0	77.7	67.1	38.4	10.7	45.4	10.9	26.6	40.5	7.2	31.6	38.8	22.3
SETTIMANALI	100.0	78.2	67.4	38.7	10.6	45.8	11.0	26.9	40.5	7.2	32.3	38.7	21.8
ALBO BLITZ	100.0	77.2	65.9	38.1	12.2	43.1	10.7	22.2	43.7	5.7	28.7	42.8	22.8
AMICA	100.0	77.5	66.9	36.9	9.5	45.7	11.7	24.8	42.1	6.9	31.2	39.4	22.5
ANNA	100.0	77.1	66.3	36.8	9.4	45.1	11.7	25.3	41.0	7.0	31.3	38.7	22.9
AUTOSPRINT	100.0	77.9	67.3	38.4	11.0	44.9	11.4	22.9	44.4	5.9	30.8	41.3	22.1
BELLA	100.0	76.9	66.4	37.3	9.7	44.9	11.7	25.7	40.7	6.8	31.8	38.3	23.1
CIAO 2001	100.0	78.8	67.9	39.3	13.1	44.2	10.6	20.3	47.6	4.6	28.1	46.0	21.2
CONFIDENZE	100.0	75.8	65.1	37.4	10.3	43.3	11.4	25.7	39.4	7.4	30.6	37.9	24.2
DOLLY	100.0	78.9	68.1	40.8	15.1	43.0	9.9	20.9	47.1	4.0	26.0	48.9	21.1
DOMENICA DEL CORRIERE	100.0	75.2	64.4	35.8	9.1	43.7	11.6	25.9	38.5	6.9	31.4	37.0	24.8
DOMENICA QUIZ	100.0	77.5	65.7	37.4	9.4	43.8	12.5	25.7	40.1	7.8	31.6	38.1	22.5
EPOCA	100.0	77.7	66.7	36.8	9.0	45.5	12.2	26.9	39.7	7.5	32.2	38.0	22.3
L'ESPRESSO	100.0	77.9	66.8	36.7	9.2	45.4	12.2	25.4	41.5	7.4	31.4	39.1	22.1
EUROPEO	100.0	77.2	66.0	36.2	8.8	44.7	12.5	25.4	40.6	7.6	30.8	38.8	22.8
EVA EXPRESS	100.0	77.4	66.9	37.7	10.1	45.1	11.7	25.2	41.7	6.7	31.9	38.8	22.6
FAMIGLIA CRISTIANA	100.0	74.8	63.9	36.3	9.3	43.8	10.8	24.3	39.6	6.4	30.3	38.1	25.2
GENTE	100.0	76.6	65.8	36.6	9.6	44.5	11.7	25.6	40.1	7.1	30.8	38.6	23.4
GIOIA	100.0	77.1	66.2	37.4	9.9	45.1	11.3	24.4	41.9	6.2	30.7	40.2	22.9
IL GIORNALINO	100.0	79.4	69.3	40.4	10.8	47.8	10.7	25.4	43.9	6.6	30.1	42.7	20.6
GRAND HOTEL	100.0	74.7	63.6	36.4	10.6	41.9	11.1	23.9	39.7	6.0	29.8	38.8	25.3
GRAZIA	100.0	77.2	66.2	36.6	9.3	45.2	11.7	24.8	41.4	6.9	30.9	39.4	22.8
GUERIN SPORTIVO	100.0	78.7	68.2	39.0	12.1	44.7	11.3	22.6	45.6	5.4	29.4	43.9	21.3
GUIDA CUCINA	100.0	77.1	66.4	37.0	10.0	44.4	12.1	26.8	39.6	7.9	31.8	37.4	22.9
GUIDA TV	100.0	76.2	65.2	37.3	11.0	43.0	11.3	24.7	40.5	6.6	30.8	38.8	23.8
INTIMITA'	100.0	76.6	65.9	37.7	10.3	44.2	11.4	26.4	39.5	7.4	31.7	37.5	23.4
INTREPIDO	100.0	76.9	66.2	38.2	12.4	43.1	10.7	23.4	42.8	5.5	29.3	42.1	23.1
IL MONDO	100.0	78.1	67.4	34.6	7.2	46.5	13.7	25.0	42.4	7.1	33.4	37.5	21.9
MONDO ECONOMICO	100.0	78.5	67.2	35.2	7.7	46.6	12.9	25.4	41.7	7.1	32.5	39.0	21.5
IL MONELLO	100.0	77.8	67.1	38.5	11.8	44.4	11.0	23.2	43.9	5.4	30.3	42.2	22.2
NOVELLA 2000	100.0	76.8	66.2	37.7	10.6	44.1	11.5	25.2	41.0	6.8	31.1	38.9	23.2
OGGI	100.0	76.6	65.8	36.7	9.4	44.9	11.6	25.7	40.1	7.0	31.3	38.3	23.4
ONDA TV	100.0	75.8	64.8	36.7	11.3	42.4	11.1	24.0	40.9	6.4	29.6	39.8	24.2
PANORAMA	100.0	77.7	66.8	36.6	9.1	45.5	12.1	24.3	42.5	7.0	31.2	39.6	22.3
RADIOCORRIERE TV	100.0	76.7	65.7	37.3	10.5	43.8	11.4	24.9	40.8	6.6	30.6	39.5	23.3
RAGAZZA IN	100.0	79.2	68.4	41.3	13.6	44.5	10.3	21.7	46.7	4.2	26.6	48.4	20.8
ROMBO	100.0	78.8	68.3	39.1	11.6	44.9	11.8	22.5	45.9	5.0	30.9	43.0	21.2
SORRISI E CANZONI TV	100.0	77.0	66.4	38.1	11.7	43.7	11.1	23.7	42.6	5.6	30.2	41.2	23.0
STARTER	100.0	76.5	66.0	38.8	11.6	44.1	10.3	20.5	45.5	5.5	27.6	43.5	23.5
STOP	100.0	76.1	65.2	36.9	9.5	43.7	12.0	25.0	40.2	6.7	31.8	37.6	23.9
TELESETTE	100.0	76.6	65.5	37.7	11.5	42.8	11.2	23.8	41.7	6.1	30.4	40.1	23.4
TOPOLINO	100.0	79.4	69.0	39.9	11.5	46.3	11.3	24.7	44.4	5.6	31.3	42.5	20.6

Lettori ultimo periodo

analisi secondo: ● consumo di tonno in scatola

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	72.2	60.9	34.3	9.6	40.3	10.9	23.3	37.6	6.6	28.7	36.9	27.8
MENSILI	100.0	79.0	69.5	39.9	11.4	47.0	11.1	28.2	41.3	7.3	32.9	38.8	21.0
ABITARE	100.0	77.2	66.4	35.7	8.4	45.2	12.8	24.8	41.6	7.4	31.8	37.9	22.8
AD	100.0	76.7	65.8	34.9	7.9	45.3	12.6	23.3	42.5	8.3	30.0	38.4	23.3
AIRONE	100.0	78.7	68.5	38.1	9.3	46.8	12.3	25.0	43.5	6.7	32.7	39.4	21.3
ALTA FEDELTA'	100.0	78.9	68.5	40.6	12.7	44.9	10.9	22.5	46.0	5.3	29.1	44.4	21.1
ASTRA	100.0	78.3	67.9	37.2	10.4	45.4	12.1	24.6	43.3	7.1	31.2	40.0	21.7
ATLANTE	100.0	78.3	67.8	37.9	9.2	47.0	11.5	25.3	42.5	7.1	31.9	39.3	21.7
AUTO CAPITAL	100.0	78.1	67.6	37.5	9.3	47.0	11.3	21.8	45.8	5.2	30.6	42.3	21.9
L'AUTOMOBILE	100.0	77.9	67.2	37.9	10.0	45.7	11.5	25.8	41.4	6.4	32.1	39.5	22.1
BENISSIMO	100.0	79.1	68.7	39.9	12.3	45.3	11.1	23.7	45.0	5.3	30.4	43.4	20.9
BRAVA CASA	100.0	77.2	66.7	36.3	9.1	44.9	12.7	26.7	40.0	8.4	32.8	36.0	22.8
CAPITAL	100.0	77.8	67.5	35.4	7.5	47.0	13.0	24.2	43.2	7.1	32.1	38.7	22.2
CASAVIVA	100.0	77.5	66.8	36.4	8.7	45.4	12.8	26.4	40.5	7.9	33.3	36.2	22.5
100 COSE	100.0	79.1	69.0	39.6	11.6	46.7	10.7	21.9	47.1	4.3	29.6	45.2	20.9
CONSIGLI PRATICI	100.0	76.0	66.9	37.4	9.6	47.4	9.9	29.6	37.3	7.6	32.5	35.9	24.0
CORTO MALTESE	100.0	77.9	67.6	35.7	9.0	45.5	13.2	25.1	42.6	9.3	30.2	38.4	22.1
COSMOPOLITAN	100.0	78.5	68.6	38.2	10.2	47.0	11.5	23.3	45.3	6.4	30.8	41.2	21.5
LA CUCINA ITALIANA	100.0	76.9	66.2	36.5	9.7	44.7	11.8	26.5	39.6	8.0	30.6	38.3	23.1
DONNAPIU'	100.0	77.8	67.7	37.6	10.5	45.5	11.7	24.5	43.2	6.7	31.7	39.5	22.2
ESPANSIONE	100.0	75.6	66.0	31.8	6.6	44.3	15.1	23.2	42.8	7.1	30.8	37.7	24.4
FOTOGRAFARE	100.0	80.1	69.2	39.0	9.7	46.5	13.0	25.7	43.5	6.7	33.9	39.5	19.9
GARDENIA	100.0	77.4	65.4	36.0	7.4	46.1	12.0	23.8	41.6	7.6	30.7	39.1	22.6
GENTE MONEY	100.0	78.4	68.3	37.0	8.0	47.5	12.8	24.8	43.4	6.4	33.3	38.7	21.6
GENTE MOTORI	100.0	78.4	68.0	38.7	10.8	45.8	11.5	24.3	43.7	5.8	31.5	41.1	21.6
GENTE VIAGGI	100.0	77.9	67.3	37.2	9.1	46.0	12.2	23.4	43.9	6.0	32.1	39.8	22.1
GIOIELLI	100.0	77.5	67.0	38.6	10.8	45.8	10.5	25.7	41.3	6.2	30.5	40.9	22.5
INSIEME	100.0	77.2	66.3	36.3	8.6	44.1	13.6	28.0	38.3	8.1	35.0	34.1	22.8
JESUS	100.0	75.5	64.8	37.6	8.8	46.2	9.8	24.1	40.7	6.8	30.0	38.7	24.5
LEI	100.0	78.8	68.4	39.1	11.0	46.9	10.5	21.1	47.2	4.5	29.5	44.8	21.2
LINUS	100.0	79.2	68.7	38.5	9.5	46.9	12.4	23.1	45.7	5.4	32.1	41.6	20.8
MADRE	100.0	74.6	63.3	34.8	8.4	43.9	11.0	21.9	41.4	5.8	29.4	39.4	25.4
MANI DI FATA	100.0	75.4	64.7	36.3	10.3	43.2	11.2	25.9	38.8	6.9	31.6	36.9	24.6
MAX	100.0	78.7	68.3	39.0	11.4	46.5	10.4	19.9	48.4	4.7	29.8	44.2	21.3
MESSAGGERO DI S.ANTONIO	100.0	72.3	61.4	34.6	10.1	40.9	10.3	23.8	37.5	6.1	29.1	37.2	27.7
LA MIA CASA	100.0	74.8	63.9	34.7	9.4	41.6	12.9	25.6	38.3	7.6	32.2	35.0	25.2
MILLEIDEE	100.0	78.1	67.9	38.8	11.1	45.8	11.1	25.7	42.2	6.3	31.1	40.7	21.9
MODA	100.0	76.8	66.2	37.7	11.2	44.2	10.8	23.0	43.1	5.4	29.5	41.9	23.2
MOTOCICLISMO	100.0	78.6	68.1	40.1	12.1	44.9	11.2	22.4	45.7	4.8	29.1	44.6	21.4
MUSIC	100.0	79.7	68.6	40.1	14.7	43.4	10.5	21.2	47.4	5.2	25.9	48.6	20.3
NATURA OGGI	100.0	78.4	68.0	38.9	10.2	45.9	11.9	26.4	41.6	6.3	34.1	38.0	21.6
PESCARE	100.0	78.2	67.8	38.3	9.8	46.0	12.1	25.6	42.2	5.9	33.1	39.1	21.8
PHOTO ITALIANA	100.0	78.9	68.7	38.5	9.9	45.9	12.9	22.9	45.8	7.7	29.8	41.5	21.1
IL PIACERE	100.0	77.6	67.7	36.2	7.2	48.1	12.4	22.7	45.0	6.2	30.9	40.4	22.4
PLAYMEN	100.0	78.2	68.0	39.4	11.8	44.6	11.6	25.9	42.1	6.7	31.3	40.2	21.8
PM	100.0	78.5	68.3	37.9	10.1	46.1	12.1	22.5	45.7	6.6	31.1	40.9	21.5
QUATTORRUOTE	100.0	77.8	67.3	37.8	10.5	45.2	11.5	24.4	42.9	6.0	31.5	40.3	22.2
QUI TOURING	100.0	78.1	67.5	35.9	7.5	46.9	13.1	25.1	42.4	6.9	33.1	38.2	21.9
RAKAM	100.0	76.9	65.9	37.3	9.2	45.8	10.9	26.9	39.0	7.0	31.4	38.5	23.1
ROCKSTAR	100.0	80.7	69.6	40.8	13.4	45.9	10.4	20.5	49.2	5.0	26.8	48.9	19.3
SALVE	100.0	77.6	66.9	36.8	9.5	45.7	11.7	24.8	42.1	6.9	31.9	38.8	22.4
SCIENZA 2000	100.0	75.7	65.0	37.7	13.1	41.1	10.8	22.9	42.1	6.5	27.4	41.9	24.3
SCIENZA E VITA NUOVA	100.0	79.8	69.9	39.9	10.2	48.0	11.7	24.8	45.1	6.1	30.9	42.8	20.2
LE SCIENZE	100.0	77.3	65.9	36.1	8.4	44.7	12.8	25.4	40.5	7.1	30.9	39.3	22.7
SELEZIONE DAL R.DIGEST	100.0	77.8	67.2	38.1	9.8	45.9	11.4	25.9	41.3	6.6	32.1	39.1	22.2
STARBENE	100.0	77.4	66.8	37.0	9.5	45.5	11.8	25.1	41.7	7.3	31.8	38.3	22.6
STORIA ILLUSTRATA	100.0	77.4	66.2	37.3	9.4	45.7	11.1	26.9	39.3	7.7	31.1	38.7	22.6
SUPER GOL	100.0	77.3	66.8	39.2	13.1	42.8	10.8	23.2	43.5	5.4	29.0	42.9	22.7
IL TENNIS ITALIANO	100.0	77.7	66.7	37.6	11.0	44.8	10.8	22.6	44.1	6.4	27.7	43.6	22.3
TUTTO CUCINA	100.0	75.4	64.1	36.3	10.3	42.5	11.3	26.1	38.0	7.7	31.6	36.1	24.6
TUTTO MAGLIA	100.0	75.2	64.0	35.8	10.8	42.2	11.0	25.3	38.7	7.3	30.3	37.6	24.8
TUTTO MOTO	100.0	79.3	68.9	40.4	13.4	44.8	10.7	22.9	46.0	4.8	29.3	45.2	20.7
TUTTO MUSICA & SPETTACOLO	100.0	80.3	69.6	41.7	14.2	44.9	10.5	21.3	48.2	4.5	27.0	48.8	19.7
TUTTO TURISMO	100.0	77.8	67.5	37.7	10.1	45.6	11.8	23.7	43.8	5.5	31.7	40.5	22.2
TUTTO UNCINETTO	100.0	75.8	65.2	37.3	11.7	42.6	10.8	25.8	39.3	6.8	30.4	38.7	24.2
VELA E MOTORE	100.0	78.3	67.9	37.6	9.1	47.2	11.5	25.4	42.4	6.8	30.0	41.5	21.7
VITAL	100.0	77.8	67.0	37.1	10.3	46.7	10.0	20.5	46.6	5.1	29.4	43.4	22.2
WEEKEND	100.0	76.4	62.9	33.3	8.3	43.2	11.4	20.0	42.9	5.9	27.4	43.1	23.6
ZOOM	100.0	79.1	68.5	36.0	9.0	45.9	13.5	20.3	48.1	5.9	30.3	42.9	20.9
DIANA (Quindicinale)	100.0	73.5	62.4	35.2	9.5	42.0	10.9	23.3	39.1	6.1	30.0	37.3	26.5

Lettori ultimo periodo

analisi secondo: ● consumo di tonno in scatola

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto persoh.	non acquir.	deciso lo	deciso insieme	decidono altri	
TOTALE	100.0	71.0	60.8	35.4	9.1	40.3	11.4	41.6	19.2	40.3	19.2	11.4	29.0
PERIODICI	100.0	76.7	66.8	39.5	9.6	44.9	12.3	45.7	21.1	42.3	21.4	13.1	23.3
SETTIMANALI	100.0	77.2	67.2	40.1	9.7	45.5	12.0	45.7	21.5	42.2	21.5	13.6	22.8
ALBO BLITZ	100.0	79.4	68.1	37.6	10.7	46.7	10.7	44.9	23.2	38.3	24.1	17.0	20.6
AMICA	100.0	77.0	66.9	37.3	8.5	45.9	12.6	44.5	22.5	40.1	22.5	14.4	23.0
ANNA	100.0	76.3	66.3	37.1	8.4	45.3	12.5	44.8	21.5	41.3	21.6	13.4	23.7
AUTOSPRINT	100.0	78.6	68.1	38.1	9.1	46.8	12.3	44.6	23.6	39.0	23.4	16.2	21.4
BELLA	100.0	76.6	66.7	38.0	8.6	45.6	12.5	46.7	20.1	44.2	20.5	11.9	23.4
CIAO 2001	100.0	81.7	70.5	41.2	11.8	47.6	11.1	29.9	40.7	17.7	28.8	35.2	18.3
CONFIDENZE	100.0	75.9	65.7	37.8	9.3	44.2	12.1	45.5	20.2	43.4	20.2	12.2	24.1
DOLLY	100.0	81.8	69.9	41.2	12.7	47.1	10.1	31.7	38.2	17.4	29.3	35.0	18.2
DOMENICA DEL CORRIERE	100.0	73.3	63.6	36.0	7.9	43.2	12.4	43.8	19.8	42.8	19.7	10.8	26.7
DOMENICA QUIZ	100.0	77.5	66.6	37.1	9.2	45.4	12.1	45.3	21.3	40.9	23.1	13.4	22.5
EPOCA	100.0	75.4	65.4	36.0	7.6	44.7	13.2	44.0	21.4	41.6	21.4	12.4	24.6
L'ESPRESSO	100.0	76.7	65.9	36.3	7.3	46.1	12.7	42.2	23.9	36.9	24.5	15.3	23.3
EUROPEO	100.0	75.8	65.4	35.3	7.3	45.2	13.0	43.9	21.7	40.7	22.7	12.4	24.2
EVA EXPRESS	100.0	75.8	65.6	37.6	9.1	44.3	12.2	44.8	20.8	42.3	20.6	13.0	24.2
FAMIGLIA CRISTIANA	100.0	73.2	63.9	37.3	8.4	43.6	12.0	43.4	20.5	41.5	19.9	11.9	26.8
GENTE	100.0	74.8	64.8	36.6	8.3	44.0	12.6	44.7	20.1	42.8	20.4	11.7	25.2
GIOIA	100.0	76.8	66.5	37.8	9.1	45.2	12.3	43.7	22.8	39.4	22.6	14.9	23.2
IL GIORNALINO	100.0	79.4	69.1	39.6	9.7	47.9	11.5	46.6	22.5	42.5	21.9	15.0	20.6
GRAND HOTEL	100.0	75.9	65.5	38.5	10.3	43.9	11.4	44.7	20.8	41.4	20.9	13.6	24.1
GRAZIA	100.0	76.5	66.4	37.0	8.2	45.6	12.7	43.7	22.8	39.2	22.8	14.5	23.5
GUERIN SPORTIVO	100.0	81.8	69.8	40.2	11.0	47.7	11.0	38.2	31.6	29.1	26.7	25.9	18.2
GUIDA CUCINA	100.0	77.5	66.9	38.0	9.1	45.7	12.1	46.7	20.2	43.3	21.5	12.7	22.5
GUIDA TV	100.0	76.1	65.6	37.6	9.7	44.0	11.9	43.1	22.6	39.4	21.6	15.1	23.9
INTIMITA'	100.0	75.7	65.8	37.7	8.9	44.4	12.5	46.8	19.1	45.7	19.2	10.8	24.3
INTREPIDO	100.0	79.2	67.8	38.9	10.7	46.0	11.2	44.9	22.9	39.3	23.1	16.9	20.8
IL MONDO	100.0	76.5	67.7	34.0	5.9	47.2	14.7	45.1	22.7	38.7	25.0	12.8	23.5
MONDO ECONOMICO	100.0	79.2	69.2	37.7	8.4	47.5	13.5	43.3	26.2	36.8	25.0	17.4	20.8
IL MONELLO	100.0	78.6	67.1	38.8	10.3	45.9	11.0	42.7	24.4	36.6	23.8	18.2	21.4
NOVELLA 2000	100.0	76.4	66.2	38.2	9.2	44.9	12.1	45.4	20.9	42.4	20.6	13.4	23.6
OGGI	100.0	75.3	65.4	37.1	8.4	44.4	12.7	45.2	20.2	43.1	20.6	11.6	24.7
ONDA TV	100.0	76.5	65.7	38.0	10.4	43.9	11.4	42.8	22.9	39.5	21.1	15.9	23.5
PANORAMA	100.0	76.9	66.3	36.4	7.4	46.2	12.8	42.4	24.0	37.0	24.5	15.4	23.1
RADIOCORRIERE TV	100.0	75.3	65.1	37.0	8.9	44.0	12.2	43.6	21.5	40.8	21.1	13.4	24.7
RAGAZZA IN	100.0	81.1	69.4	42.0	12.5	46.5	10.3	34.3	35.1	21.5	28.2	31.5	18.9
ROMBO	100.0	80.9	70.6	39.1	9.5	49.0	12.1	35.8	34.7	23.3	29.7	27.8	19.1
SORRISI E CANZONI TV	100.0	77.4	66.9	38.9	10.2	45.1	11.6	43.3	23.6	38.3	22.7	16.4	22.6
STARTER	100.0	77.5	65.1	37.2	8.7	45.2	11.3	42.2	22.9	36.0	22.7	18.9	22.5
STOP	100.0	73.0	63.5	36.5	8.4	42.3	12.8	44.2	19.3	43.2	19.0	10.8	27.0
TELESETTE	100.0	76.7	65.9	37.6	10.2	43.9	11.8	43.8	22.0	39.8	21.8	15.1	23.3
TOPOLINO	100.0	79.3	68.5	39.1	9.5	47.0	12.2	43.3	25.3	37.0	24.3	18.0	20.7

Lettori ultimo periodo

analisi secondo: ● consumo di tonno in scatola

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	71.0	60.8	35.4	9.1	40.3	11.4	41.6	19.2	40.3	19.2	11.4	29.0
MENSILI	100.0	79.4	68.7	39.0	9.3	47.0	12.4	47.3	21.4	41.4	23.9	14.0	20.6
ABITARE.....	100.0	75.3	65.4	35.5	6.7	45.3	13.4	42.4	23.1	37.9	23.5	13.8	24.7
AD.....	100.0	76.3	65.5	34.6	5.7	46.8	13.1	41.6	24.0	36.2	25.0	15.1	23.7
AIRONE.....	100.0	77.4	67.4	36.8	6.9	47.2	13.5	42.0	25.6	35.2	25.5	16.7	22.6
ALTA FEDELTA'.....	100.0	77.1	67.0	37.7	10.1	45.0	11.9	40.2	26.7	33.5	24.3	19.4	22.9
ASTRA.....	100.0	79.0	68.3	37.6	8.7	47.3	12.4	39.8	28.6	31.2	26.7	21.1	21.0
ATLANTE.....	100.0	76.7	66.5	36.6	7.4	45.9	13.3	42.9	23.7	36.6	25.1	15.1	23.3
AUTO CAPITAL.....	100.0	78.4	68.0	37.4	8.5	47.4	12.2	40.6	27.4	34.3	25.4	18.7	21.6
L'AUTOMOBILE.....	100.0	77.6	67.4	38.2	8.9	45.8	12.7	46.2	21.2	42.2	22.3	13.2	22.4
BENISSIMO.....	100.0	78.8	68.3	39.0	9.8	46.7	11.9	44.6	23.8	39.1	23.5	16.2	21.2
BRAVA CASA.....	100.0	75.6	65.1	36.5	8.0	43.4	13.7	48.7	16.5	47.9	19.4	8.2	24.4
CAPITAL.....	100.0	77.0	67.1	36.1	6.6	46.8	14.0	44.9	22.4	41.3	23.2	12.5	23.0
CASAVIVA.....	100.0	76.7	66.5	37.0	7.9	45.1	13.5	48.0	18.5	45.2	21.1	10.3	23.3
100 COSE.....	100.0	80.6	69.8	39.4	10.0	48.3	11.5	34.2	35.6	22.6	29.5	28.5	19.4
CONSIGLI PRATICI.....	100.0	75.4	66.1	38.9	8.7	44.2	13.2	48.2	17.9	47.2	18.5	9.6	24.6
CORTO MALTESE.....	100.0	72.8	60.4	32.0	4.4	42.9	14.0	31.7	29.6	27.4	27.5	17.8	27.2
COSMOPOLITAN.....	100.0	78.9	68.2	37.4	7.9	48.3	12.2	39.2	29.2	30.0	27.7	21.1	21.1
LA CUCINA ITALIANA.....	100.0	75.8	65.8	37.2	8.6	44.4	12.8	47.2	18.6	45.9	19.9	10.1	24.2
DONNAPIU'.....	100.0	78.1	67.6	37.6	8.8	46.8	12.1	43.2	24.5	36.8	24.3	16.9	21.9
ESPANSIONE.....	100.0	78.4	67.5	34.1	6.1	48.1	13.5	46.3	21.4	40.5	25.2	12.7	21.6
FOTOGRAFARE.....	100.0	79.9	69.5	37.9	8.9	47.7	12.9	46.6	23.0	40.8	24.2	14.9	20.1
GARDENIA.....	100.0	76.3	66.3	34.1	6.7	45.5	14.3	44.9	21.6	37.5	25.8	13.0	23.7
GENTE MONEY.....	100.0	76.9	66.9	36.6	7.2	46.2	13.7	43.0	24.1	36.7	24.6	15.7	23.1
GENTE MOTORI.....	100.0	78.7	68.2	39.1	9.4	46.8	12.0	43.8	24.5	37.9	23.6	17.1	21.3
GENTE VIAGGI.....	100.0	77.0	66.5	36.8	7.6	46.3	12.8	41.5	25.2	34.7	25.6	16.8	23.0
GIOIELLI.....	100.0	77.6	67.4	38.4	8.9	46.2	12.2	46.3	21.1	42.9	21.6	13.1	22.4
INSIEME.....	100.0	76.7	66.3	38.1	8.0	44.9	13.5	48.3	18.0	44.7	21.6	10.4	23.3
JESUS.....	100.0	77.3	68.5	39.5	8.1	48.4	12.0	46.8	21.8	41.9	21.9	13.5	22.7
LEI.....	100.0	79.2	68.6	38.3	8.9	48.4	11.4	36.0	32.7	24.8	29.1	25.3	20.8
LINUS.....	100.0	78.8	68.3	37.2	7.4	48.3	12.9	37.7	30.9	28.4	28.9	21.5	21.2
MADRE.....	100.0	75.3	66.7	39.2	8.6	46.1	12.0	48.4	18.4	45.8	19.3	10.2	24.7
MANI DI FATA.....	100.0	75.0	64.7	37.3	9.3	43.5	12.0	45.1	19.6	43.5	20.2	11.4	25.0
MAX.....	100.0	79.9	68.8	38.3	8.8	48.2	11.9	32.2	36.7	20.0	31.3	28.6	20.1
MESSAGGERO DI S.ANTONIO.....	100.0	71.2	61.5	36.1	8.9	41.2	11.4	38.5	23.0	35.6	20.8	14.7	28.8
LA MIA CASA.....	100.0	75.0	64.3	36.7	9.8	42.1	12.4	47.8	16.5	48.3	17.6	9.0	25.0
MILLEIDEE.....	100.0	77.3	67.1	38.2	8.9	46.0	12.2	45.9	21.1	42.3	21.6	13.4	22.7
MODA.....	100.0	77.8	67.3	38.7	9.9	46.0	11.4	40.1	27.2	32.6	25.1	20.1	22.2
MOTOCICLISMO.....	100.0	78.2	66.7	37.6	8.9	46.6	11.3	40.2	26.7	31.3	26.7	20.2	21.8
MUSIC.....	100.0	81.3	68.8	40.5	12.8	46.5	9.5	28.9	39.9	14.8	29.7	36.8	18.7
NATURA OGGI.....	100.0	76.7	66.9	37.3	7.4	46.6	13.1	42.3	24.7	35.6	25.0	16.1	23.3
PESCARRE.....	100.0	79.5	69.6	38.5	8.5	48.2	12.8	53.0	16.6	49.7	20.0	9.8	20.5
PHOTO ITALIANA.....	100.0	77.2	65.7	34.5	6.6	46.1	13.0	41.6	24.2	34.0	27.4	15.8	22.8
IL PIACERE.....	100.0	77.0	67.4	36.6	6.1	48.6	12.9	39.9	27.7	31.7	28.3	17.0	23.0
PLAYMEN.....	100.0	78.7	67.1	36.4	9.0	45.7	12.4	47.3	19.9	44.8	22.2	11.7	21.3
PM.....	100.0	78.4	67.4	37.1	7.4	47.5	12.6	38.6	28.9	29.5	28.1	20.8	21.6
QUATTORRUOTE.....	100.0	78.4	67.9	38.2	9.1	46.8	12.1	43.5	24.5	37.6	24.2	16.6	21.6
QUI TOURING.....	100.0	76.3	67.5	35.8	6.1	46.8	14.8	45.8	21.9	41.9	22.7	11.7	23.7
RAKAM.....	100.0	76.2	65.8	37.8	8.4	44.9	12.5	47.1	18.7	45.6	20.1	10.4	23.8
ROCKSTAR.....	100.0	83.5	71.6	41.5	12.6	49.3	9.8	28.3	43.3	11.6	32.3	39.6	16.5
SALVE.....	100.0	77.2	66.8	36.9	8.5	45.5	12.9	43.3	23.6	37.8	24.1	15.4	22.8
SCIENZA 2000.....	100.0	78.9	68.0	37.8	12.1	44.7	11.3	36.9	31.2	30.8	27.2	20.8	21.1
SCIENZA E VITA NUOVA.....	100.0	79.8	70.6	38.4	8.4	49.6	12.7	42.3	28.4	35.0	25.5	19.3	20.2
LE SCIENZE.....	100.0	77.6	67.7	36.5	6.8	48.1	12.9	41.8	26.0	36.3	25.4	15.9	22.4
SELEZIONE DAL R.DIGEST.....	100.0	77.3	67.4	37.9	8.7	46.3	12.5	45.3	22.2	41.5	21.9	13.9	22.7
STARBENE.....	100.0	76.7	66.2	37.1	8.1	45.5	12.6	43.5	22.7	38.6	23.4	14.7	23.3
STORIA ILLUSTRATA.....	100.0	75.3	65.7	35.5	7.4	44.7	13.6	44.9	20.9	42.5	21.6	11.2	24.7
SUPER GOL.....	100.0	78.9	68.0	39.8	11.5	45.8	10.8	39.9	28.1	32.6	25.3	21.0	21.1
IL TENNIS ITALIANO.....	100.0	77.3	66.7	36.7	7.8	45.9	13.0	41.3	25.5	36.3	25.1	15.9	22.7
TUTTO CUCINA.....	100.0	75.4	65.1	37.5	9.7	43.6	11.8	45.7	19.4	44.4	19.6	11.5	24.6
TUTTO MAGLIA.....	100.0	75.3	65.0	38.0	10.2	43.0	11.7	47.5	17.5	47.0	18.4	9.9	24.7
TUTTO MOTO.....	100.0	79.5	68.2	38.8	10.1	47.1	11.0	39.7	28.5	30.2	25.8	23.4	20.5
TUTTO MUSICA & SPETTACOLO.....	100.0	81.8	70.2	41.2	12.0	47.7	10.4	32.9	37.3	19.7	29.4	32.7	18.2
TUTTO TURISMO.....	100.0	78.0	67.4	38.7	8.9	46.7	11.9	40.2	27.4	31.4	26.5	20.1	22.0
TUTTO UNCINETTO.....	100.0	76.0	65.7	38.5	10.1	44.0	11.7	47.4	18.3	45.7	19.3	11.1	24.0
VELA E MOTORE.....	100.0	75.8	64.9	36.2	7.1	45.3	12.5	47.0	18.0	46.0	20.2	9.5	24.2
VITAL.....	100.0	79.2	67.9	37.4	8.2	48.2	11.5	32.1	35.7	21.7	29.9	27.5	20.8
WEEKEND.....	100.0	78.0	67.7	37.9	8.5	46.3	13.2	43.3	24.7	36.4	24.1	17.4	22.0
ZOOM.....	100.0	82.4	72.1	40.3	11.1	47.9	13.4	37.9	34.5	29.7	27.4	25.3	17.6
DIANA (Quindicinale).....	100.0	75.4	64.6	36.8	9.8	43.8	11.0	44.1	20.6	39.0	22.7	13.7	24.6

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● consumo di tonno in scatola

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	68.1	58.5	33.9	8.6	38.2	11.7	47.5	11.0	51.2	14.0	2.9	31.9
PERIODICI	100.0	74.7	65.1	38.7	9.1	43.6	12.5	53.8	11.2	56.6	15.3	2.8	25.3
SETTIMANALI	100.0	75.3	65.6	39.4	9.0	44.4	12.2	54.0	11.6	57.2	15.2	2.9	24.7
ALBO BLITZ.....	100.0	75.5	63.1	35.5	10.4	42.6	10.1	50.1	12.9	49.3	18.0	8.2	24.5
AMICA.....	100.0	75.2	65.8	36.9	7.9	44.3	13.5	55.1	10.7	58.6	14.4	2.2	24.8
ANNA.....	100.0	74.5	65.1	36.5	7.9	43.6	13.5	54.4	10.7	58.2	14.1	2.2	25.5
AUTOSPRINT.....	100.0	77.7	66.3	37.0	8.6	46.0	11.8	53.1	13.2	52.2	19.4	6.1	22.3
BELLA.....	100.0	75.0	65.6	37.3	8.3	44.0	13.3	54.9	10.6	58.9	14.0	2.2	25.0
CIAO 2001.....	100.0	73.8	62.3	32.9	8.2	42.6	11.5	50.1	12.2	53.9	14.1	5.9	26.2
CONFIDENZE.....	100.0	73.8	63.8	36.7	8.7	42.4	12.7	52.9	10.9	57.4	14.0	2.3	26.2
DOLLY.....	100.0	77.8	68.0	39.9	10.7	46.0	11.3	58.3	9.7	61.0	14.5	2.3	22.2
DOMENICA DEL CORRIERE.....	100.0	71.3	61.7	34.8	7.6	41.4	12.7	49.6	12.1	52.7	15.2	3.4	28.7
DOMENICA QUIZ.....	100.0	75.5	64.4	35.4	8.7	42.5	13.2	53.8	10.6	56.2	16.0	3.3	24.5
EPOCA.....	100.0	73.5	63.7	34.8	7.2	42.6	13.9	51.9	11.8	54.5	16.0	3.0	26.5
L'ESPRESSO.....	100.0	74.3	63.8	34.7	6.7	43.3	13.8	52.6	11.2	54.1	16.7	3.5	25.7
EUROPEO.....	100.0	73.5	63.2	33.9	7.0	42.6	13.5	51.7	11.5	53.9	15.9	3.6	26.5
EVA EXPRESS.....	100.0	74.1	64.0	36.7	8.5	42.6	12.9	53.1	10.9	57.9	13.7	2.5	25.9
FAMIGLIA CRISTIANA.....	100.0	70.5	61.6	35.6	7.8	41.4	12.4	49.7	11.9	52.9	14.6	3.1	29.5
GENTE.....	100.0	72.9	63.2	35.6	7.8	42.2	13.2	52.0	11.2	55.9	14.3	2.6	27.1
GIOIA.....	100.0	74.8	65.2	37.0	8.4	43.6	13.2	54.5	10.7	58.5	14.1	2.2	25.2
IL GIORNALINO.....	100.0	77.1	67.7	38.5	9.2	46.6	11.8	57.0	10.6	58.7	15.5	2.9	22.9
GRAND HOTEL.....	100.0	73.9	63.8	37.7	9.7	42.2	11.9	53.0	10.9	56.4	14.8	2.7	26.1
GRAZIA.....	100.0	74.2	64.6	35.9	7.5	43.5	13.6	54.0	10.7	57.4	14.6	2.2	25.8
GUERIN SPORTIVO.....	100.0	78.3	68.6	39.7	10.3	45.8	10.5	52.8	13.8	48.1	23.2	7.0	21.7
GUIDA CUCINA.....	100.0	76.0	65.7	37.3	8.6	44.2	13.0	55.4	10.2	58.5	15.1	2.4	24.0
GUIDA TV.....	100.0	73.4	63.2	36.0	9.0	41.5	12.7	51.9	11.3	55.5	14.7	3.1	26.6
INTIMITA'.....	100.0	74.1	64.4	37.0	8.5	43.0	12.9	53.1	11.3	57.6	13.9	2.5	25.9
INTREPIDO.....	100.0	77.0	65.8	37.8	10.1	44.2	11.4	54.9	10.9	56.0	16.9	4.1	23.0
IL MONDO.....	100.0	74.0	64.5	31.4	5.6	44.2	14.7	53.3	11.3	52.3	17.4	4.2	26.0
MONDO ECONOMICO.....	100.0	76.4	66.0	33.5	7.5	45.3	13.2	53.5	12.4	54.7	16.9	4.9	23.6
IL MONELLO.....	100.0	76.8	65.7	37.7	9.8	44.1	11.8	55.1	10.5	58.1	15.3	3.4	23.2
NOVELLA 2000.....	100.0	74.4	64.3	37.3	8.6	43.0	12.7	53.5	10.9	57.7	14.0	2.7	25.6
OGGI.....	100.0	73.5	63.9	36.2	7.9	42.8	13.2	52.6	11.3	56.0	14.9	2.6	26.5
ONDA TV.....	100.0	74.4	64.2	36.6	9.7	42.6	11.9	53.1	11.1	56.8	14.5	3.0	25.6
PANORAMA.....	100.0	74.4	64.2	34.8	6.7	43.7	13.8	53.0	11.2	54.4	16.6	3.3	25.6
RADIOCORRIERE TV.....	100.0	72.9	63.2	35.6	8.5	41.9	12.8	52.0	11.2	55.2	14.7	3.0	27.1
RAGAZZA IN.....	100.0	78.3	68.3	40.4	10.6	46.3	11.4	58.8	9.5	61.5	14.8	2.0	21.7
ROMBO.....	100.0	78.5	68.6	33.8	8.5	46.7	11.4	51.4	15.3	49.2	20.2	9.1	21.5
SORRISI E CANZONI TV.....	100.0	74.9	65.0	38.0	9.6	43.2	12.3	54.2	10.8	57.1	15.1	2.7	25.1
STARTER.....	100.0	69.6	59.2	31.6	6.9	41.7	10.6	44.0	15.2	40.4	19.6	9.6	30.4
STOP.....	100.0	70.8	61.3	35.2	7.8	40.2	13.3	49.8	11.6	54.4	13.5	2.9	29.2
TELESETTE.....	100.0	74.8	64.5	37.0	9.5	42.4	12.7	53.5	11.1	56.3	15.6	3.0	25.2
TOPOLINO.....	100.0	77.1	66.8	38.1	8.7	44.9	13.2	56.4	10.4	58.6	15.9	2.6	22.9

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● consumo di tonno in scatola

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	68.1	58.5	33.9	8.6	38.2	11.7	47.5	11.0	51.2	14.0	2.9	31.9
MENSILI	100.0	77.6	67.4	39.0	9.3	45.5	12.6	57.4	10.0	58.0	17.1	2.5	22.4
ABITARE	100.0	73.4	63.8	34.4	6.2	42.3	15.3	52.5	11.3	55.6	15.1	2.6	26.6
AD	100.0	74.7	63.9	32.9	5.3	43.7	15.0	52.8	11.1	55.7	15.9	3.2	25.3
AIRONE	100.0	75.1	65.7	35.2	6.2	44.4	15.2	54.2	11.5	54.8	16.9	3.4	24.9
ALTA FEDELTA'	100.0	74.7	63.9	33.4	9.1	42.3	12.4	50.4	13.6	51.6	15.4	7.7	25.3
ASTRA	100.0	76.6	66.1	36.4	7.8	44.0	14.3	55.3	10.8	59.1	14.9	2.7	23.4
ATLANTE	100.0	74.1	64.3	35.3	6.5	43.6	14.3	53.1	11.2	53.6	17.7	2.8	25.9
AUTO CAPITAL	100.0	77.1	66.6	34.1	7.0	46.8	12.7	54.3	12.2	56.2	15.5	5.4	22.9
L'AUTOMOBILE	100.0	76.1	66.2	37.7	8.5	44.7	12.9	54.7	11.5	54.6	17.9	3.6	23.9
BENISSIMO	100.0	77.2	67.2	38.5	9.2	45.0	13.0	56.9	10.3	60.5	14.6	2.1	22.8
BRAVA CASA	100.0	75.2	64.9	36.3	7.8	42.8	14.4	54.3	10.6	57.2	15.7	2.3	24.8
CAPITAL	100.0	75.9	66.3	34.3	6.0	45.9	14.4	54.1	12.1	55.1	17.5	3.3	24.1
CASAVIVA	100.0	75.7	65.8	36.8	7.6	43.9	14.3	55.3	10.5	57.3	16.0	2.4	24.3
100 COSE	100.0	75.9	65.9	38.1	8.7	44.6	12.6	55.9	10.0	59.0	14.8	2.0	24.1
CONSIGLI PRATICI	100.0	73.1	64.1	37.5	8.4	42.2	13.5	53.0	11.0	57.0	13.8	2.3	26.9
CORTO MALTESE	100.0	75.6	64.3	31.3	3.9	39.5	20.9	48.1	16.1	59.8	10.9	4.8	24.4
COSMOPOLITAN	100.0	76.0	65.4	36.2	6.8	44.7	13.9	55.0	10.4	58.7	14.9	2.4	24.0
LA CUCINA ITALIANA	100.0	74.5	64.7	36.7	8.3	43.2	13.3	53.6	11.2	57.4	14.6	2.5	25.5
DONNAPIU'	100.0	75.7	65.6	36.9	8.1	44.3	13.2	55.5	10.0	59.1	14.4	2.2	24.3
ESPANSIONE	100.0	77.8	67.1	31.8	4.9	47.0	15.1	56.3	10.7	58.9	14.9	4.0	22.2
FOTOGRAFARE	100.0	79.4	68.1	37.4	8.3	46.1	13.6	56.2	11.9	56.1	19.0	4.4	20.6
GARDENIA	100.0	73.8	64.6	33.3	6.4	42.1	16.2	54.4	10.3	53.6	17.8	2.4	26.2
GENTE MONEY	100.0	76.0	66.3	34.9	6.2	45.0	15.1	54.6	11.7	54.8	17.8	3.4	24.0
GENTE MOTORI	100.0	77.0	66.7	38.7	8.6	45.8	12.2	54.7	12.0	53.2	19.5	4.3	23.0
GENTE VIAGGI	100.0	75.2	64.9	35.5	7.1	43.9	13.9	53.9	11.0	54.9	17.0	3.3	24.8
GIOIELLI	100.0	76.0	66.2	37.9	8.3	44.7	13.2	55.6	10.5	59.7	14.3	2.1	24.0
INSIEME	100.0	75.4	64.9	37.7	7.5	43.0	14.4	55.2	9.7	56.4	17.1	1.9	24.6
JESUS	100.0	74.4	66.9	37.3	7.4	47.3	12.3	55.8	11.2	56.8	14.7	3.0	25.6
LEI	100.0	75.4	65.4	36.9	7.4	45.2	12.9	55.6	9.9	58.7	14.7	2.0	24.6
LINUS	100.0	75.2	65.4	34.8	6.2	44.3	14.9	54.5	10.9	56.0	16.5	2.8	24.8
MADRE	100.0	73.6	65.7	38.2	8.2	45.5	12.0	53.9	11.7	55.9	15.1	2.5	26.4
MANI DI FATA	100.0	73.2	63.4	36.5	8.8	42.0	12.6	52.7	10.7	57.0	14.1	2.1	26.8
MAX	100.0	76.7	65.7	34.7	7.0	44.0	14.7	54.1	11.6	56.8	15.6	4.3	23.3
MESSAGGERO DI S.ANTONIO	100.0	67.2	58.3	33.9	8.1	38.4	11.9	46.5	11.8	50.8	13.4	3.0	32.8
LA MIA CASA	100.0	74.5	64.2	36.9	10.0	41.4	12.8	53.4	10.8	57.5	13.8	3.1	25.5
MILLEIDEE	100.0	75.5	65.6	37.5	8.4	44.0	13.2	55.2	10.4	58.9	14.4	2.1	24.5
MODA	100.0	74.4	64.5	37.6	9.0	43.6	12.0	54.4	10.1	57.7	14.4	2.4	25.6
MOTOCICLISMO	100.0	74.4	62.7	36.2	8.2	43.0	11.5	50.8	12.0	48.4	19.7	6.2	25.6
MUSIC	100.0	75.5	63.7	34.1	9.8	44.0	9.8	52.0	11.7	55.0	14.3	6.3	24.5
NATURA OGGI	100.0	73.8	64.1	35.9	6.7	42.9	14.6	53.1	11.1	54.1	16.6	3.0	26.2
PESCARE	100.0	77.7	66.2	36.2	8.6	45.0	12.6	54.6	11.6	53.7	17.7	6.3	22.3
PHOTO ITALIANA	100.0	75.5	64.3	32.7	6.0	42.9	15.4	52.6	11.7	56.1	14.9	4.5	24.5
IL PIACERE	100.0	75.4	68.3	35.2	5.5	46.7	14.1	54.4	12.0	56.2	16.3	2.9	24.6
PLAYMEN	100.0	76.0	63.1	31.7	8.9	42.9	11.3	50.3	12.8	49.5	18.3	8.2	24.0
PM	100.0	75.7	65.0	35.0	6.3	44.1	14.6	53.7	11.3	55.5	16.5	3.7	24.3
QUATTRORUOTE	100.0	76.3	66.0	37.3	8.6	45.0	12.4	54.2	11.8	53.9	18.1	4.4	23.7
QUI TOURING	100.0	74.6	66.4	34.6	5.7	45.0	15.7	54.1	12.3	55.4	16.4	2.8	25.4
RAKAM	100.0	74.9	65.0	37.5	8.1	43.5	13.4	54.7	10.3	58.4	14.5	2.0	25.1
ROCKSTAR	100.0	77.6	62.3	31.5	8.7	43.7	9.9	48.3	14.0	48.5	16.9	12.2	22.4
SALVE	100.0	75.2	65.2	36.5	7.9	43.5	13.7	54.7	10.5	57.0	15.8	2.4	24.8
SCIENZA 2000	100.0	73.6	61.8	34.3	9.2	40.0	12.5	50.3	11.4	52.9	16.0	4.7	26.4
SCIENZA E VITA NUOVA	100.0	76.5	68.2	37.0	8.3	46.7	13.3	57.2	11.1	57.4	15.6	3.5	23.5
LE SCIENZE	100.0	74.5	64.8	34.4	6.3	45.3	13.2	53.1	11.8	53.6	16.9	4.0	25.5
SELEZIONE DAL R.DIGEST	100.0	75.3	65.8	36.8	8.0	44.7	13.1	54.3	11.5	56.8	15.6	2.9	24.7
STARBENE	100.0	74.2	64.1	36.2	7.6	43.1	13.4	53.5	10.6	55.8	15.6	2.7	25.8
STORIA ILLUSTRATA	100.0	72.6	63.0	34.3	7.1	42.3	13.7	50.9	12.1	52.0	17.1	3.5	27.4
SUPER GOL	100.0	76.1	64.5	38.8	10.7	43.5	10.3	51.1	13.4	48.5	21.1	6.5	23.9
IL TENNIS ITALIANO	100.0	74.3	63.2	34.0	7.0	42.5	13.7	51.0	12.2	52.6	17.9	3.8	25.7
TUTTO CUCINA	100.0	74.2	63.9	36.8	9.2	42.2	12.5	53.0	10.8	57.1	14.6	2.6	25.8
TUTTO MAGLIA	100.0	73.9	64.2	37.5	10.0	42.0	12.2	53.5	10.7	58.1	13.3	2.5	26.1
TUTTO MOTO	100.0	77.2	66.1	38.9	9.0	45.3	11.7	54.2	11.9	50.6	21.8	4.9	22.8
TUTTO MUSICA & SPETTACOLO	100.0	77.2	66.1	38.1	9.5	44.7	11.9	55.9	10.2	58.6	15.7	2.8	22.8
TUTTO TURISMO	100.0	75.2	65.2	36.8	8.1	43.5	13.5	54.3	10.8	56.0	16.3	2.9	24.8
TUTTO UNCINETTO	100.0	74.6	64.7	37.9	9.6	42.8	12.2	54.3	10.3	58.2	14.2	2.2	25.4
VELA E MOTORE	100.0	75.2	64.2	36.3	6.7	45.7	11.8	51.4	12.8	52.6	18.8	3.8	24.8
VITAL	100.0	74.3	63.5	35.7	6.5	44.4	12.6	53.9	9.6	59.4	12.2	2.7	25.7
WEEKEND	100.0	77.4	67.8	35.7	7.0	46.3	14.5	56.1	11.7	57.9	14.7	4.8	22.6
ZOOM	100.0	77.2	64.8	37.9	11.4	41.4	12.0	53.0	11.9	49.2	19.9	8.1	22.8
DIANA (Quindicinale)	100.0	70.3	59.3	35.1	8.4	39.8	11.2	48.4	10.8	49.4	17.5	3.4	29.7

Adulti

Lettori ultimo periodo

analisi secondo: ● consumo di alimenti integrali

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso lo	deciso insieme	decidono altri	
TOTALE	100.0	34.5	31.7	26.6	24.2	5.3	2.2	20.1	11.5	12.7	11.4	10.4	65.5
PERIODICI	100.0	39.3	36.4	30.4	27.5	6.3	2.6	23.2	13.2	14.1	13.4	11.7	60.7
SETTIMANALI	100.0	39.7	37.0	30.9	27.9	6.5	2.6	23.6	13.3	14.6	13.5	11.7	60.3
ALBO BLITZ.....	100.0	34.7	31.8	25.9	23.5	6.1	2.2	14.5	17.2	4.7	12.6	17.4	65.3
AMICA.....	100.0	45.1	42.0	35.2	32.6	6.6	2.9	29.9	12.1	20.8	14.1	10.1	54.9
ANNA.....	100.0	44.3	41.3	34.7	32.2	6.4	2.7	30.1	11.2	21.8	13.4	9.0	55.7
AUTOSPRINT.....	100.0	38.8	35.8	29.6	26.7	6.7	2.4	17.1	18.7	6.6	14.4	17.8	61.2
BELLA.....	100.0	42.0	39.1	33.1	30.3	6.0	2.7	29.3	9.8	22.0	12.2	7.7	58.0
CIAO 2001.....	100.0	41.7	38.2	31.3	28.3	6.6	3.3	18.1	20.1	8.0	14.4	19.3	58.3
CONFIDENZE.....	100.0	39.2	36.3	30.6	27.7	6.0	2.6	26.7	9.6	19.9	11.5	7.9	60.8
DOLLY.....	100.0	37.8	34.1	28.0	24.9	6.1	3.1	17.5	16.7	8.5	13.0	16.4	62.2
DOMENICA DEL CORRIERE.....	100.0	40.4	37.5	31.5	28.8	6.2	2.4	22.8	14.7	12.4	14.5	13.6	59.6
DOMENICA QUIZ.....	100.0	39.2	36.0	29.9	27.2	6.1	2.7	21.9	14.2	12.3	13.6	13.3	60.8
EPOCA.....	100.0	44.6	41.6	34.9	31.6	7.3	2.7	25.4	16.2	13.3	16.3	15.0	55.4
L'ESPRESSO.....	100.0	43.7	40.5	33.5	30.2	7.3	3.0	23.3	17.2	11.6	16.6	15.5	56.3
EUROPEO.....	100.0	43.3	40.1	33.3	30.1	7.3	2.7	22.8	17.3	10.9	16.2	16.2	56.7
EVA EXPRESS.....	100.0	40.3	37.4	31.5	28.7	6.2	2.5	25.7	11.6	17.9	12.4	10.0	59.7
FAMIGLIA CRISTIANA.....	100.0	38.2	35.2	29.8	27.2	5.8	2.2	22.7	12.6	14.3	12.8	11.1	61.8
GENTE.....	100.0	41.6	38.6	32.4	29.6	6.4	2.6	25.7	12.9	16.7	13.4	11.5	58.4
GIOIA.....	100.0	42.2	39.3	33.1	30.3	6.2	2.8	27.5	11.7	19.3	13.1	9.8	57.8
IL GIORNALINO.....	100.0	40.9	37.1	31.1	28.0	6.5	2.6	23.7	13.4	14.1	13.6	13.2	59.1
GRAND HOTEL.....	100.0	35.2	32.2	26.9	24.3	5.6	2.4	20.9	11.3	13.6	11.1	10.4	64.8
GRAZIA.....	100.0	44.8	41.8	34.9	32.2	6.7	2.9	29.5	12.3	20.4	14.2	10.2	55.2
GUERIN SPORTIVO.....	100.0	39.2	35.7	29.0	26.3	6.6	2.7	16.0	19.7	4.9	14.4	19.9	60.8
GUIDA CUCINA.....	100.0	40.3	37.5	31.3	28.5	6.1	2.9	26.9	10.6	19.1	12.5	8.7	59.7
GUIDA TV.....	100.0	37.9	34.9	28.9	26.2	6.2	2.5	21.2	13.7	11.8	13.3	12.9	62.1
INTIMITA'.....	100.0	39.7	36.7	31.0	28.1	6.0	2.6	27.2	9.5	20.4	11.4	7.8	60.3
INTREPIDO.....	100.0	34.1	31.1	25.2	22.8	5.8	2.5	15.4	15.7	6.0	12.2	15.9	65.9
IL MONDO.....	100.0	47.3	43.6	35.8	32.7	7.9	3.0	23.7	20.0	9.9	20.1	17.3	52.7
MONDO ECONOMICO.....	100.0	45.1	41.6	34.4	31.4	7.1	3.2	21.4	20.2	8.5	18.3	18.3	54.9
IL MONELLO.....	100.0	36.7	33.6	27.6	24.9	6.2	2.6	17.7	15.9	7.9	13.0	15.7	63.3
NOVELLA 2000.....	100.0	39.5	36.4	30.5	27.7	6.1	2.6	24.4	12.0	16.3	12.4	10.8	60.5
OGGI.....	100.0	41.5	38.6	32.4	29.6	6.4	2.6	25.3	13.2	15.9	13.8	11.8	58.5
ONDA TV.....	100.0	35.6	32.5	26.7	24.0	6.0	2.6	19.6	12.9	11.4	12.1	12.1	64.4
PANORAMA.....	100.0	44.3	41.0	34.1	30.9	7.2	2.9	23.6	17.5	11.8	16.7	15.8	55.7
RADIOCORRIERE TV.....	100.0	39.6	36.7	30.4	27.7	6.5	2.6	22.0	14.7	12.4	13.6	13.6	60.4
RAGAZZA IN.....	100.0	38.4	34.8	28.3	25.0	6.5	3.2	18.4	16.4	9.1	13.1	16.1	61.6
ROMBO.....	100.0	37.9	34.8	28.2	25.5	6.8	2.6	14.8	20.0	4.5	13.7	19.7	62.1
SORRISI E CANZONI TV.....	100.0	37.4	34.4	28.5	25.7	6.0	2.6	20.8	13.6	12.2	12.6	12.6	62.6
STARTER.....	100.0	35.1	32.3	26.6	23.1	6.9	2.4	13.7	18.6	4.8	12.3	18.0	64.9
STOP.....	100.0	40.0	37.1	31.2	28.5	6.1	2.5	25.4	11.7	17.7	12.3	10.0	60.0
TELESETTE.....	100.0	37.0	34.0	28.0	25.3	6.1	2.6	20.0	13.9	11.1	12.8	13.2	63.0
TOPOLINO.....	100.0	40.5	37.3	30.7	27.8	6.7	2.9	21.8	15.6	11.2	14.6	14.7	59.5

Lettori ultimo periodo

analisi secondo: ● consumo di alimenti integrali

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso lo	deciso insieme	decidono altri	
TOTALE.....	100.0	34.5	31.7	26.6	24.2	5.3	2.2	20.1	11.5	12.7	11.4	10.4	65.5
MENSILI.....	100.0	43.0	40.1	33.4	30.4	6.8	3.0	25.5	14.6	14.4	15.5	13.1	57.0
ABITARE.....	100.0	46.9	43.3	35.5	32.7	7.6	3.0	27.1	16.1	15.4	17.8	13.6	53.1
AD.....	100.0	50.0	46.6	38.1	35.6	7.5	3.5	28.9	17.7	16.6	18.6	14.8	50.0
AIRONE.....	100.0	47.6	44.1	36.4	33.1	7.7	3.2	26.7	17.4	13.7	18.2	15.8	52.4
ALTA FEDELTA'.....	100.0	39.3	36.2	29.9	27.1	6.7	2.4	16.8	19.4	6.1	13.9	19.4	60.7
ASTRA.....	100.0	45.3	42.0	34.4	31.3	7.3	3.5	26.7	15.3	15.9	15.8	13.6	54.7
ATLANTE.....	100.0	45.3	41.7	34.3	31.4	7.4	3.0	25.5	16.3	13.3	17.1	15.0	54.7
AUTO CAPITAL.....	100.0	44.6	41.4	34.4	31.2	7.6	2.6	19.1	22.3	7.0	16.8	20.8	55.4
L'AUTOMOBILE.....	100.0	40.9	37.8	31.5	28.5	6.7	2.5	21.0	16.8	9.4	15.6	15.9	59.1
BENISSIMO.....	100.0	41.1	38.0	31.9	28.9	6.2	3.0	27.3	10.7	19.9	12.6	8.6	58.9
BRAVA CASA.....	100.0	43.1	40.2	33.4	30.8	6.4	3.0	30.2	10.0	21.7	13.3	8.0	56.9
CAPITAL.....	100.0	47.6	44.1	36.3	33.2	7.6	3.4	24.5	19.6	12.3	18.2	17.1	52.4
CASAVIVA.....	100.0	43.8	40.7	34.0	31.2	6.7	2.9	28.9	11.8	19.3	14.8	9.8	56.2
100 COSE.....	100.0	45.0	41.6	34.4	31.5	6.7	3.4	24.5	17.0	13.3	16.4	15.4	55.0
CONSIGLI PRATICI.....	100.0	38.8	35.7	30.4	27.4	6.1	2.2	27.2	8.5	19.4	11.6	7.8	61.2
CORTO MALTESE.....	100.0	48.1	44.9	34.8	31.8	9.2	3.8	25.4	19.4	12.5	18.3	17.3	51.9
COSMOPOLITAN.....	100.0	46.6	43.2	35.6	32.5	7.3	3.4	27.1	16.1	15.8	16.8	14.0	53.4
LA CUCINA ITALIANA.....	100.0	42.8	39.8	33.5	30.8	6.3	2.7	28.1	11.7	19.2	13.4	10.2	57.2
DONNAPIU'.....	100.0	44.3	41.2	34.5	31.5	6.6	3.1	28.9	12.4	19.4	14.7	10.2	55.7
ESPANSIONE.....	100.0	51.1	46.4	38.0	35.0	7.8	3.7	26.8	19.6	12.4	22.0	16.7	48.9
FOTOGRAFARE.....	100.0	41.9	38.8	32.3	29.5	6.9	2.5	20.8	18.0	8.8	16.3	16.8	58.1
GARDENIA.....	100.0	46.4	43.0	35.1	32.4	7.6	3.0	27.9	15.1	16.1	17.8	12.5	53.6
GENTE MONEY.....	100.0	46.4	43.2	35.8	32.8	7.4	3.0	24.4	18.8	11.5	18.2	16.8	53.6
GENTE MOTORI.....	100.0	39.4	36.2	29.9	26.9	6.8	2.6	18.1	18.1	7.0	15.1	17.3	60.6
GENTE VIAGGI.....	100.0	44.8	41.6	34.5	31.5	7.2	2.9	23.4	18.2	11.6	16.9	16.3	55.2
GIOIELLI.....	100.0	41.7	38.8	32.7	29.8	6.3	2.7	29.1	9.6	21.6	12.3	7.8	58.3
INSIEME.....	100.0	38.6	35.9	30.1	27.2	5.9	2.8	26.2	9.7	17.2	13.6	7.8	61.4
JESUS.....	100.0	41.0	38.1	32.6	29.5	6.5	2.0	24.3	13.8	14.8	14.1	12.1	59.0
LEI.....	100.0	46.9	43.6	36.2	33.2	7.1	3.3	26.8	16.7	15.0	17.2	14.7	53.1
LINUS.....	100.0	47.1	43.5	35.6	32.7	7.6	3.3	24.4	19.2	11.5	18.1	17.4	52.9
MADRE.....	100.0	40.5	37.5	32.0	29.0	6.1	2.4	26.0	11.5	19.2	12.2	9.1	59.5
MANI DI FATA.....	100.0	38.2	35.4	30.0	27.3	5.7	2.4	27.1	8.3	21.5	10.4	6.3	61.8
MAX.....	100.0	45.3	42.0	34.5	31.1	7.9	3.0	20.0	22.0	8.4	16.7	20.3	54.7
MESSAGGERO DI S.ANTONIO.....	100.0	35.1	32.4	27.2	25.1	5.2	2.1	20.7	11.7	13.0	11.8	10.3	64.9
LA MIA CASA.....	100.0	39.0	35.9	29.2	26.9	6.0	3.0	24.3	11.5	16.8	12.1	10.2	61.0
MILLEIDEE.....	100.0	42.1	39.2	32.9	30.1	6.2	2.8	29.3	9.9	22.0	12.4	7.8	57.9
MODA.....	100.0	40.8	37.7	31.5	28.7	6.2	2.8	23.6	14.1	14.4	13.8	12.6	59.2
MOTOCICLISMO.....	100.0	38.5	35.3	28.8	25.9	6.6	2.7	15.7	19.6	4.6	14.3	19.6	61.5
MUSIC.....	100.0	38.1	34.7	28.2	25.4	6.0	3.2	16.3	18.3	6.2	13.0	18.9	61.9
NATURA OGGI.....	100.0	43.6	40.3	33.4	30.2	7.2	3.0	24.5	15.8	12.4	17.2	14.0	56.4
PESCARRE.....	100.0	39.2	36.3	29.6	26.8	6.8	2.7	18.1	18.2	6.1	15.4	17.7	60.8
PHOTO ITALIANA.....	100.0	44.3	41.2	34.0	30.9	7.6	2.7	22.4	18.8	9.9	16.9	17.5	55.7
IL PIACERE.....	100.0	49.7	46.4	38.2	35.3	7.7	3.4	26.6	19.9	13.6	18.7	17.4	50.3
PLAYMEN.....	100.0	39.0	35.9	29.2	26.9	6.3	2.6	17.2	18.7	5.4	15.2	18.4	61.0
PM.....	100.0	46.3	43.0	35.4	32.5	7.4	3.1	24.1	18.9	11.6	17.7	17.0	53.7
QUATTORRUOTE.....	100.0	39.4	36.2	29.9	26.9	6.7	2.5	18.3	17.9	7.1	15.3	17.0	60.6
QUI TOURING.....	100.0	49.9	46.1	38.4	35.3	7.6	3.3	28.6	17.5	15.6	18.8	15.6	50.1
RAKAM.....	100.0	41.0	38.1	32.2	29.2	6.2	2.7	29.6	8.5	22.7	11.8	6.5	59.0
ROCKSTAR.....	100.0	42.3	38.4	31.8	28.5	6.8	3.1	16.6	21.8	5.4	14.8	22.1	57.7
SALVE.....	100.0	43.9	40.7	33.9	30.9	7.0	2.8	26.6	14.1	16.3	15.3	12.3	56.1
SCIENZA 2000.....	100.0	37.0	33.3	26.8	25.2	5.8	2.2	18.2	15.0	8.1	12.3	16.6	63.0
SCIENZA E VITA NUOVA.....	100.0	45.0	41.4	34.0	31.0	7.4	3.0	23.7	17.6	11.6	16.5	16.9	55.0
LE SCIENZE.....	100.0	47.2	43.2	35.8	32.1	8.1	3.0	25.4	17.9	11.8	17.9	17.5	52.8
SELEZIONE DAL R.DIGEST.....	100.0	42.2	39.1	32.8	29.7	6.7	2.6	24.2	14.9	13.9	14.7	13.5	57.8
STARBENE.....	100.0	43.0	39.9	33.3	30.4	6.7	2.8	26.5	13.4	16.6	14.8	11.5	57.0
STORIA ILLUSTRATA.....	100.0	42.9	39.7	33.1	30.1	7.1	2.6	23.6	16.1	11.0	16.4	15.5	57.1
SUPER GOL.....	100.0	35.2	32.0	25.6	23.4	6.2	2.5	14.6	17.4	4.3	12.7	18.2	64.8
IL TENNIS ITALIANO.....	100.0	40.6	37.0	29.8	27.0	7.3	2.7	19.2	17.8	7.3	15.5	17.8	59.4
TUTTO CUCINA.....	100.0	38.4	35.6	30.1	27.2	5.8	2.5	25.6	10.0	18.5	11.5	8.4	61.6
TUTTO MAGLIA.....	100.0	36.5	33.8	28.7	26.2	5.1	2.5	25.8	7.9	20.4	9.8	6.3	63.5
TUTTO MOTO.....	100.0	37.5	34.3	28.0	25.4	6.0	2.9	15.7	18.7	5.1	13.4	19.0	62.5
TUTTO MUSICA & SPETTACOLO.....	100.0	39.1	35.6	28.7	25.8	6.6	3.2	17.5	18.1	7.3	13.4	18.4	60.9
TUTTO TURISMO.....	100.0	41.1	38.1	31.6	28.7	6.6	2.7	20.3	17.7	9.1	15.8	16.1	58.9
TUTTO UNCINETTO.....	100.0	36.1	33.4	28.2	25.5	5.4	2.5	25.4	8.0	19.8	9.8	6.5	63.9
VELA E MOTORE.....	100.0	45.0	41.7	34.6	31.3	7.2	3.3	23.3	18.5	10.9	15.7	18.4	55.0
VITAL.....	100.0	49.9	46.3	38.4	35.2	7.5	3.6	26.1	20.1	13.3	19.0	17.7	50.1
WEEKEND.....	100.0	48.7	44.1	36.6	34.0	7.2	2.9	25.0	19.1	12.0	17.7	19.0	51.3
ZOOM.....	100.0	44.7	41.3	34.8	32.3	5.8	3.2	19.5	21.8	5.7	19.8	19.2	55.3
DIANA (Quindicinale).....	100.0	33.7	30.9	25.6	23.2	5.6	2.1	15.8	15.1	6.2	13.1	14.4	66.3

Lettori ultimo periodo

analisi secondo: ● consumo di alimenti integrali

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso lo	deciso insieme	decidono altri	
TOTALE	100.0	33.3	30.4	25.1	22.7	5.6	2.0	14.3	16.1	3.9	13.4	16.0	66.7
PERIODICI	100.0	37.9	34.7	28.7	25.7	6.6	2.4	16.3	18.4	4.2	15.7	18.0	62.1
SETTIMANALI	100.0	38.3	35.3	29.1	25.9	7.0	2.4	16.6	18.7	4.4	16.0	17.9	61.7
ALBO BLITZ	100.0	34.3	31.4	25.5	23.2	6.1	2.1	13.3	18.1	3.1	12.7	18.4	65.7
AMICA	100.0	41.7	38.5	32.2	29.2	6.9	2.5	18.0	20.5	4.7	16.8	20.1	58.3
ANNA	100.0	40.7	37.7	31.4	28.4	6.8	2.4	17.7	20.0	4.8	16.7	19.2	59.3
AUTOSPRINT	100.0	38.2	35.1	29.0	26.1	6.8	2.3	14.9	20.2	3.9	14.7	19.6	61.8
BELLA	100.0	38.6	35.4	29.4	26.6	6.6	2.2	16.7	18.7	4.3	16.0	18.3	61.4
CIAO 2001	100.0	38.9	35.6	28.4	25.4	7.0	3.1	13.7	21.9	3.6	13.0	22.4	61.1
CONFIDENZE	100.0	36.6	33.6	27.8	25.3	6.1	2.2	15.8	17.8	4.1	14.9	17.6	63.4
DOLLY	100.0	35.1	32.0	25.4	22.8	6.4	2.8	12.9	19.2	2.6	11.4	21.1	64.9
DOMENICA DEL CORRIERE	100.0	39.0	35.9	30.0	27.2	6.4	2.3	17.5	18.4	4.3	16.4	18.2	61.0
DOMENICA QUIZ	100.0	36.3	33.0	27.2	24.4	6.2	2.4	15.6	17.4	4.3	14.5	17.5	63.7
EPOCA	100.0	42.9	39.8	33.5	29.8	7.5	2.5	19.5	20.2	4.7	18.2	20.0	57.1
L'ESPRESSO	100.0	42.0	38.7	32.3	28.5	7.4	2.8	18.2	20.5	5.2	17.3	19.5	58.0
EUROPEO	100.0	41.8	38.6	32.1	28.6	7.4	2.6	18.5	20.1	4.9	17.1	19.8	58.2
EVA EXPRESS	100.0	37.6	34.5	28.4	25.7	6.5	2.3	15.7	18.7	4.0	15.2	18.3	62.4
FAMIGLIA CRISTIANA	100.0	36.4	33.4	27.9	25.1	6.3	2.0	15.6	17.8	4.1	15.0	17.3	63.6
GENTE	100.0	39.7	36.5	30.4	27.3	6.6	2.5	17.4	19.0	4.5	16.1	19.1	60.3
GIOIA	100.0	39.2	36.2	30.0	27.3	6.6	2.4	16.2	20.1	4.1	15.6	19.6	60.8
IL GIORNALINO	100.0	38.4	34.8	28.7	25.7	6.8	2.3	16.7	18.1	4.1	15.2	19.1	61.6
GRAND HOTEL	100.0	33.3	30.3	24.8	22.5	5.8	2.1	13.8	16.5	3.4	13.0	16.8	66.7
GRAZIA	100.0	41.6	38.4	32.0	28.7	7.2	2.5	18.0	20.4	4.7	17.1	19.9	58.4
GUERIN SPORTIVO	100.0	38.7	35.2	28.5	25.9	6.7	2.6	14.8	20.4	3.4	14.5	20.8	61.3
GUIDA CUCINA	100.0	37.8	34.6	28.4	25.4	6.5	2.6	16.6	18.0	4.5	15.7	17.7	62.2
GUIDA TV	100.0	36.2	33.2	27.2	24.7	6.3	2.3	15.6	17.6	3.8	14.6	17.9	63.8
INTIMITA'	100.0	36.9	33.8	27.8	25.3	6.3	2.2	16.0	17.8	4.1	15.1	17.7	63.1
INTREPIDO	100.0	33.3	30.3	24.3	22.1	5.8	2.3	13.1	17.2	2.9	12.4	17.9	66.7
IL MONDO	100.0	45.6	42.0	34.5	31.2	7.9	2.9	19.9	22.1	5.3	20.7	19.6	54.4
MONDO ECONOMICO	100.0	44.2	40.6	33.5	30.4	7.1	3.1	18.6	22.0	4.9	19.1	20.2	55.8
IL MONELLO	100.0	35.1	32.1	26.1	23.5	6.3	2.3	13.9	18.2	3.1	13.4	18.7	64.9
NOVELLA 2000	100.0	36.9	33.7	27.6	24.9	6.5	2.3	15.6	18.1	4.0	14.7	18.2	63.1
OGGI	100.0	39.7	36.5	30.5	27.4	6.7	2.4	17.4	19.1	4.4	16.3	19.0	60.3
ONDA TV	100.0	34.4	31.3	25.2	22.9	6.1	2.3	14.2	17.1	3.5	13.6	17.2	65.6
PANORAMA	100.0	42.6	39.2	32.7	29.1	7.4	2.7	18.1	21.1	4.9	17.5	20.2	57.4
RADIOCORRIERE TV	100.0	38.1	35.1	28.8	25.9	6.7	2.4	16.2	18.9	4.2	15.2	18.7	61.9
RAGAZZA IN	100.0	35.4	32.5	25.4	22.9	6.7	2.8	13.4	19.1	2.4	12.0	21.0	64.6
ROMBO	100.0	37.3	34.2	27.6	24.9	6.8	2.5	14.0	20.3	3.6	13.5	20.2	62.7
SORRISI E CANZONI TV	100.0	35.5	32.4	26.4	23.8	6.3	2.3	14.3	18.2	3.3	14.0	18.3	64.5
STARTER	100.0	34.8	32.0	26.3	22.8	7.0	2.3	12.8	19.2	3.8	12.3	18.7	65.2
STOP	100.0	37.8	34.7	28.6	26.2	6.4	2.2	16.3	18.4	4.2	15.5	18.1	62.2
TELESETTE	100.0	35.4	32.4	26.3	23.9	6.1	2.3	14.5	17.8	3.5	14.0	18.0	64.6
TOPOLINO	100.0	38.8	35.7	29.0	26.1	7.0	2.6	16.1	19.5	3.5	15.5	19.8	61.2

Donne

Lettori ultimo periodo

analisi secondo: ● consumo di alimenti integrali

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acqulr.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	35.5	32.9	27.9	25.6	5.0	2.3	25.5	7.3	20.8	9.5	5.2	64.5
PERIODICI	100.0	40.5	37.9	32.0	29.2	6.0	2.7	29.5	8.4	23.4	11.2	5.9	59.5
SETTIMANALI	100.0	41.0	38.4	32.5	29.7	6.0	2.7	29.8	8.6	23.6	11.2	6.1	59.0
ALBO BLITZ.....	100.0	38.7	35.2	29.4	26.3	5.8	3.1	25.5	9.7	19.0	11.5	8.2	61.3
AMICA.....	100.0	46.0	42.9	36.0	33.4	6.5	3.0	33.0	10.0	24.9	13.4	7.6	54.0
ANNA.....	100.0	45.0	42.0	35.4	32.9	6.3	2.8	32.5	9.5	25.2	12.7	7.0	55.0
AUTOSPRINT.....	100.0	42.4	39.3	33.2	30.1	6.3	2.9	29.2	10.1	21.6	12.8	8.0	57.6
BELLA.....	100.0	42.6	39.6	33.7	30.9	6.0	2.8	31.3	8.3	24.9	11.6	6.0	57.4
CIAO 2001.....	100.0	44.8	41.1	34.6	31.5	6.0	3.6	23.0	18.1	13.0	16.0	15.9	55.2
CONFIDENZE.....	100.0	39.8	36.9	31.2	28.2	6.0	2.7	29.1	7.8	23.2	10.7	5.8	60.2
DOLLY.....	100.0	38.6	34.7	28.7	25.5	6.0	3.1	18.7	16.0	10.1	13.4	15.1	61.4
DOMENICA DEL CORRIERE.....	100.0	43.0	40.3	34.1	31.6	6.0	2.6	31.9	8.4	26.3	11.1	5.6	57.0
DOMENICA QUIZ.....	100.0	43.4	40.4	33.9	31.3	6.1	3.1	30.9	9.5	23.9	12.4	7.2	56.6
EPOCA.....	100.0	47.4	44.6	37.3	34.7	6.9	3.0	35.0	9.6	27.4	13.2	6.8	52.6
L'ESPRESSO.....	100.0	47.0	43.9	36.0	33.5	7.0	3.4	33.3	10.6	24.2	15.1	7.7	53.0
EUROPEO.....	100.0	47.3	44.2	36.6	34.1	7.1	2.9	34.7	9.5	27.1	13.7	6.5	52.7
EVA EXPRESS.....	100.0	41.5	38.6	32.9	30.0	6.1	2.6	30.1	8.6	23.9	11.2	6.4	58.5
FAMIGLIA CRISTIANA.....	100.0	39.8	36.9	31.6	29.2	5.3	2.4	29.0	7.9	23.4	10.8	5.5	60.2
GENTE.....	100.0	42.9	40.1	33.8	31.2	6.2	2.7	31.6	8.5	25.4	11.5	6.0	57.1
GIOIA.....	100.0	42.9	40.0	33.8	31.0	6.1	2.8	30.2	9.8	22.8	12.5	7.5	57.1
IL GIORNALINO.....	100.0	43.0	39.1	33.2	30.0	6.3	2.8	29.8	9.3	22.8	12.2	8.1	57.0
GRAND HOTEL.....	100.0	36.4	33.5	28.3	25.4	5.4	2.6	25.5	8.0	20.2	9.9	6.2	63.6
GRAZIA.....	100.0	45.7	42.7	35.7	33.1	6.6	3.0	32.5	10.1	24.6	13.5	7.6	54.3
GUERIN SPORTIVO.....	100.0	43.2	39.7	33.0	29.8	6.4	3.6	25.8	13.9	17.0	13.8	12.4	56.8
GUIDA CUCINA.....	100.0	41.0	38.3	32.1	29.3	6.0	2.9	29.7	8.5	23.2	11.7	6.2	59.0
GUIDA TV.....	100.0	40.0	36.9	30.9	28.0	6.0	2.9	27.8	9.2	21.2	11.7	7.0	60.0
INTIMITA'.....	100.0	40.3	37.4	31.8	28.8	5.9	2.7	30.0	7.4	24.5	10.4	5.4	59.7
INTREPIDO.....	100.0	37.5	34.4	28.8	25.7	5.8	2.9	24.9	9.5	18.5	11.2	7.8	62.5
IL MONDO.....	100.0	54.5	50.7	41.5	39.4	7.9	3.4	40.0	10.7	30.1	17.3	7.2	45.5
MONDO ECONOMICO.....	100.0	49.2	46.0	38.7	35.7	6.9	3.4	34.1	11.9	24.9	14.8	9.6	50.8
IL MONELLO.....	100.0	40.3	37.3	31.1	28.3	5.9	3.1	26.8	10.5	19.4	12.1	8.8	59.7
NOVELLA 2000.....	100.0	40.9	37.9	32.2	29.2	5.9	2.8	29.2	8.6	23.0	11.2	6.7	59.1
OGGI.....	100.0	43.0	40.2	34.0	31.3	6.2	2.7	31.7	8.5	25.3	11.8	6.0	57.0
ONDA TV.....	100.0	36.9	33.7	28.3	25.1	5.8	2.8	25.0	8.7	19.3	10.6	6.9	63.1
PANORAMA.....	100.0	47.5	44.4	36.5	34.2	6.9	3.2	33.7	10.7	24.6	15.1	7.8	52.5
RADIOCORRIERE TV.....	100.0	41.8	38.9	32.6	30.0	6.1	2.8	29.9	9.0	23.6	11.5	6.7	58.2
RAGAZZA IN.....	100.0	39.5	35.7	29.3	25.8	6.4	3.4	20.2	15.4	11.6	13.5	14.4	60.5
ROMBO.....	100.0	45.0	41.4	34.7	31.7	6.6	3.1	24.8	16.6	15.1	16.2	13.6	55.0
SORRISI E CANZONI TV.....	100.0	39.1	36.0	30.3	27.4	5.8	2.8	26.4	9.6	20.0	11.5	7.6	60.9
STARTER.....	100.0	39.5	36.4	30.8	27.6	5.6	3.2	26.5	9.9	18.6	11.9	8.9	60.5
STOP.....	100.0	41.3	38.4	32.7	29.8	5.9	2.7	30.6	7.9	25.5	10.5	5.3	58.7
TELESETTE.....	100.0	39.1	36.0	30.1	27.2	6.0	2.9	27.1	9.0	20.8	11.2	7.1	60.9
TOPOLINO.....	100.0	42.6	39.3	32.7	29.8	6.3	3.2	28.5	10.9	20.4	13.5	8.7	57.4

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso lo	deciso insieme	decidono altri	
TOTALE	100.0	35.5	32.9	27.9	25.6	5.0	2.3	25.5	7.3	20.8	9.5	5.2	64.5
MENSILI	100.0	45.5	42.8	35.6	32.9	6.4	3.4	32.9	9.8	24.4	13.8	7.3	54.5
ABITARE	100.0	49.4	45.8	37.3	35.5	7.1	3.2	35.4	10.5	26.9	15.4	7.1	50.6
AD	100.0	52.4	49.3	39.8	38.7	7.1	3.5	37.2	12.1	27.0	17.1	8.3	47.6
AIRONE	100.0	50.9	47.5	39.0	36.3	7.4	3.8	35.8	11.7	24.6	17.3	9.0	49.1
ALTA FEDELTA'	100.0	44.8	41.7	35.0	32.5	6.7	2.5	28.8	12.8	21.0	13.1	10.8	55.2
ASTRA	100.0	47.3	44.1	36.0	32.9	7.4	3.8	30.8	13.2	20.6	15.8	10.9	52.7
ATLANTE	100.0	48.8	45.1	37.0	34.5	7.1	3.5	34.7	10.4	24.9	16.1	7.8	51.2
AUTO CAPITAL	100.0	47.9	44.7	37.3	34.9	6.5	3.3	32.9	11.8	22.8	15.3	9.8	52.1
L'AUTOMOBILE	100.0	44.3	41.3	34.9	32.0	6.4	2.9	32.3	9.0	24.9	12.5	6.8	55.7
BENISSIMO	100.0	41.4	38.3	32.2	29.1	6.2	3.0	28.2	10.1	21.1	12.5	7.8	58.6
BRAVA CASA	100.0	43.7	40.9	34.2	31.7	6.3	3.0	34.2	6.8	27.3	11.9	4.4	56.3
CAPITAL	100.0	50.1	47.0	39.0	36.7	6.8	3.5	36.8	10.2	28.0	15.1	7.0	49.9
CASAVIVA	100.0	45.1	42.1	35.2	32.5	6.6	3.0	34.2	7.9	26.7	13.0	5.4	54.9
100 COSE	100.0	45.9	42.4	35.2	32.2	6.6	3.6	26.4	16.0	15.4	16.6	13.9	54.1
CONSIGLI PRATICI	100.0	38.9	36.3	31.0	28.4	5.7	2.2	30.2	6.1	23.1	10.8	5.0	61.1
CORTO MALTESE	100.0	55.1	53.0	38.5	38.2	8.4	6.5	36.9	16.2	23.9	20.0	11.2	44.9
COSMOPOLITAN	100.0	48.2	44.9	37.0	34.1	7.2	3.7	31.5	13.4	20.5	16.9	10.7	51.8
LA CUCINA ITALIANA	100.0	44.3	41.5	35.1	32.6	6.1	2.9	33.9	7.6	27.1	11.8	5.5	55.7
DONNAPIU'	100.0	45.1	42.0	35.1	32.2	6.6	3.3	31.2	10.8	22.3	14.4	8.4	54.9
ESPANSIONE	100.0	55.5	51.7	41.8	40.8	7.1	3.8	41.1	10.6	31.0	17.7	6.8	44.5
FOTOGRAFARE	100.0	46.7	43.6	36.2	33.5	6.9	3.2	33.0	10.6	24.6	14.4	7.8	53.3
GARDENIA	100.0	49.8	46.5	38.0	36.0	7.1	3.3	35.8	10.7	25.7	17.1	7.0	50.2
GENTE MONEY	100.0	49.2	46.0	38.3	35.6	7.0	3.3	35.0	10.9	24.8	16.3	8.2	50.8
GENTE MOTORI	100.0	42.5	39.4	33.2	30.2	6.2	3.0	28.8	10.5	21.2	12.9	8.4	57.5
GENTE VIAGGI	100.0	48.0	45.1	37.4	34.7	6.9	3.4	33.4	11.7	23.2	15.8	9.0	52.0
GIOIELLI	100.0	42.1	39.1	33.1	30.2	6.2	2.8	30.5	8.6	23.6	12.0	6.5	57.9
INSIEME	100.0	39.4	36.8	31.0	28.0	5.8	3.0	29.4	7.4	21.9	12.5	5.0	60.6
JESUS	100.0	44.2	40.8	35.1	31.9	6.7	2.1	31.5	9.3	25.6	12.0	6.6	55.8
LEI	100.0	48.0	44.6	37.0	34.2	6.9	3.5	29.2	15.4	17.4	17.5	13.0	52.0
LINUS	100.0	51.0	47.5	38.7	36.2	7.4	3.9	33.5	14.0	21.1	18.8	11.1	49.0
MADRE	100.0	42.0	39.1	33.8	30.9	5.7	2.5	31.7	7.5	27.0	10.3	4.7	58.0
MANI DI FATA	100.0	38.5	35.7	30.4	27.6	5.7	2.5	28.1	7.6	23.0	10.0	5.4	61.5
MAX	100.0	49.5	46.3	37.6	34.6	7.5	4.1	28.7	17.6	16.0	18.6	14.9	50.5
MESSAGGERO DI S.ANTONIO	100.0	36.0	33.3	28.1	26.2	4.8	2.3	24.6	8.7	19.3	10.3	6.4	64.0
LA MIA CASA	100.0	39.0	35.9	29.9	27.5	5.8	2.6	29.4	6.5	25.3	9.3	4.5	61.0
MILLEIDEE	100.0	42.5	39.6	33.4	30.5	6.2	2.8	30.6	8.9	23.8	12.1	6.6	57.5
MODA	100.0	42.2	39.1	32.8	30.1	6.0	3.0	27.3	11.8	19.0	13.5	9.7	57.8
MOTOCICLISMO	100.0	43.4	40.1	33.4	30.6	6.2	3.3	28.5	11.6	18.5	15.1	9.7	56.6
MUSIC	100.0	40.0	36.3	30.0	27.0	5.6	3.7	19.9	16.4	9.7	14.4	15.9	60.0
NATURA OGGI	100.0	46.2	42.9	35.7	33.1	6.7	3.2	32.0	10.9	22.8	15.8	7.7	53.8
PESCARE	100.0	45.1	42.5	35.8	32.5	7.2	2.8	34.8	7.7	28.7	11.1	5.4	54.9
PHOTO ITALIANA	100.0	48.7	46.0	36.7	35.1	7.3	3.6	34.4	11.5	22.9	17.9	7.9	51.3
IL PIACERE	100.0	54.2	51.0	41.9	39.8	7.3	3.9	37.1	13.8	24.8	19.0	10.4	45.8
PLAYMEN	100.0	43.9	41.1	34.4	31.7	6.9	2.4	32.6	8.5	26.7	11.0	6.2	56.1
PM	100.0	49.6	46.4	37.3	35.1	7.2	4.0	33.0	13.4	21.1	18.1	10.3	50.4
QUATTORRUOTE	100.0	43.3	40.2	33.7	30.9	6.3	3.0	29.6	10.6	21.8	13.3	8.2	56.7
QUI TOURING	100.0	53.2	49.4	40.7	38.5	7.3	3.7	39.6	9.8	30.8	15.7	6.7	46.8
RAKAM	100.0	41.1	38.3	32.4	29.4	6.2	2.7	30.8	7.5	24.5	11.4	5.2	58.9
ROCKSTAR	100.0	46.6	42.2	34.8	31.4	6.3	4.5	22.3	19.9	9.4	18.1	19.1	53.4
SALVE	100.0	45.9	42.7	35.7	32.6	7.0	3.1	32.3	10.4	23.4	14.4	8.0	54.1
SCIENZA 2000	100.0	41.3	37.6	31.2	28.1	7.3	2.3	25.4	12.3	18.2	12.8	10.4	58.7
SCIENZA E VITA NUOVA	100.0	49.0	45.2	37.0	34.3	7.2	3.7	32.5	12.7	22.8	16.0	10.2	51.0
LE SCIENZE	100.0	51.3	48.1	38.9	36.9	7.5	3.7	37.2	10.9	25.7	17.1	8.5	48.7
SELEZIONE DAL R.DIGEST	100.0	44.2	41.1	34.8	31.9	6.4	2.8	31.7	9.5	24.6	12.5	7.1	55.8
STARBENE	100.0	44.6	41.5	34.8	31.9	6.6	3.0	31.7	9.8	23.1	14.1	7.4	55.4
STORIA ILLUSTRATA	100.0	47.8	44.2	36.3	33.9	7.2	3.1	35.7	8.5	27.8	14.0	6.1	52.2
SUPER GOL	100.0	40.9	37.2	31.2	27.7	6.5	3.0	25.7	11.5	18.3	12.3	10.3	59.1
IL TENNIS ITALIANO	100.0	46.5	43.3	35.2	32.4	7.7	3.1	32.5	10.9	22.4	16.1	8.0	53.5
TUTTO CUCINA	100.0	39.4	36.5	31.2	28.3	5.7	2.6	29.1	7.4	23.6	10.3	5.4	60.6
TUTTO MAGLIA	100.0	36.9	34.2	29.2	26.6	5.0	2.5	27.6	6.6	22.9	9.3	4.7	63.1
TUTTO MOTO	100.0	42.3	38.8	32.6	29.6	5.9	3.4	25.8	13.0	17.0	14.1	11.3	57.7
TUTTO MUSICA & SPETTACOLO	100.0	41.6	37.7	31.1	27.7	6.4	3.7	21.5	16.2	11.9	14.6	15.1	58.4
TUTTO TURISMO	100.0	44.7	41.7	35.0	32.0	6.3	3.3	29.1	12.5	19.5	15.2	10.0	55.3
TUTTO UNCINETTO	100.0	36.5	33.8	28.7	25.9	5.3	2.5	26.9	6.9	21.9	9.4	5.2	63.5
VELA E MOTORE	100.0	48.3	44.7	38.4	35.1	6.7	2.9	37.2	7.5	30.8	11.8	5.7	51.7
VITAL	100.0	52.2	48.3	39.9	36.9	7.4	4.1	29.6	18.6	16.9	19.8	15.5	47.8
WEEKEND	100.0	50.7	47.8	38.2	36.6	6.9	4.3	34.4	13.4	24.9	15.8	9.9	49.3
ZOOM	100.0	50.9	47.3	40.6	35.3	6.6	5.4	29.1	18.3	21.0	16.9	13.0	49.1
DIANA (Quindicinale)	100.0	37.4	34.6	29.6	26.8	5.3	2.5	26.2	8.3	19.4	11.3	6.7	62.6

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● consumo di alimenti integrali

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso lo	deciso insieme	decidono altri	
TOTALE	100.0	34.1	31.6	27.2	24.8	4.7	2.1	28.2	3.4	25.2	7.0	1.9	65.9
PERIODICI	100.0	39.9	37.4	32.1	29.4	5.6	2.4	33.8	3.6	29.6	8.4	1.9	60.1
SETTIMANALI	100.0	40.0	37.5	32.3	29.6	5.6	2.3	34.1	3.4	30.3	8.0	1.7	60.0
ALBO BLITZ.....	100.0	31.5	28.8	24.1	20.3	5.7	2.7	24.8	4.0	22.0	7.1	2.4	68.5
AMICA.....	100.0	44.2	41.4	35.5	32.8	6.0	2.6	37.9	3.5	33.6	8.8	1.8	55.8
ANNA.....	100.0	43.3	40.5	34.8	32.2	5.9	2.4	37.0	3.5	33.2	8.5	1.7	56.7
AUTOSPRINT.....	100.0	37.9	35.2	30.1	26.5	6.0	2.7	31.1	4.1	26.8	8.7	2.5	62.1
BELLA.....	100.0	40.9	38.2	33.0	30.2	5.5	2.5	34.9	3.4	31.2	8.3	1.5	59.1
CIAO 2001.....	100.0	38.2	36.0	30.9	27.9	4.9	3.2	31.8	4.2	29.8	6.6	1.8	61.8
CONFIDENZE.....	100.0	38.3	35.7	30.7	27.8	5.6	2.4	32.5	3.3	29.0	7.7	1.6	61.7
DOLLY.....	100.0	35.6	32.8	28.4	25.0	5.5	2.3	30.1	2.7	27.4	6.6	1.6	64.4
DOMENICA DEL CORRIERE.....	100.0	41.2	38.6	33.2	30.5	5.7	2.4	34.6	4.0	30.5	8.4	2.3	58.8
DOMENICA QUIZ.....	100.0	40.6	37.9	32.7	29.5	5.9	2.5	34.3	3.6	30.4	8.3	1.9	59.4
EPOCA.....	100.0	45.2	42.7	36.7	33.7	6.5	2.5	38.7	4.0	33.2	9.9	2.1	54.8
L'ESPRESSO.....	100.0	44.6	41.6	34.8	31.9	6.6	3.2	37.8	3.8	31.9	10.4	2.4	55.4
EUROPEO.....	100.0	44.4	41.5	35.1	32.0	6.9	2.6	37.5	4.0	32.6	9.5	2.4	55.6
EVA EXPRESS.....	100.0	39.4	37.0	32.0	29.2	5.6	2.3	33.8	3.3	30.6	7.4	1.5	60.6
FAMIGLIA CRISTIANA.....	100.0	38.4	35.6	30.9	28.4	5.0	2.2	32.1	3.6	28.4	8.0	2.0	61.6
GENTE.....	100.0	41.5	38.9	33.4	30.7	5.8	2.4	35.1	3.8	31.3	8.3	1.9	58.5
GIOIA.....	100.0	41.0	38.4	33.2	30.4	5.6	2.4	35.0	3.4	31.1	8.2	1.7	59.0
IL GIORNALINO.....	100.0	41.7	37.7	33.0	29.9	5.7	2.0	34.5	3.2	29.7	9.7	2.4	58.3
GRAND HOTEL.....	100.0	34.7	32.1	27.6	24.8	5.0	2.3	28.9	3.2	25.9	7.1	1.7	65.3
GRAZIA.....	100.0	44.0	41.2	35.3	32.7	6.0	2.5	37.6	3.6	33.2	9.0	1.7	56.0
GUERIN SPORTIVO.....	100.0	37.7	34.5	29.3	25.8	6.1	2.7	30.3	4.3	24.1	10.4	3.2	62.3
GUIDA CUCINA.....	100.0	39.4	36.9	31.5	28.7	5.7	2.5	33.2	3.7	29.2	8.5	1.7	60.6
GUIDA TV.....	100.0	37.5	34.8	29.8	27.0	5.4	2.4	31.6	3.3	27.8	7.8	1.8	62.5
INTIMITA'.....	100.0	38.8	36.2	31.2	28.3	5.5	2.4	32.8	3.4	29.4	7.8	1.7	61.2
INTREPIDO.....	100.0	33.1	30.3	25.7	22.7	5.2	2.4	27.1	3.3	23.5	7.5	2.0	66.9
IL MONDO.....	100.0	49.2	46.0	38.4	35.7	7.9	2.4	42.6	3.4	35.0	11.6	2.6	50.8
MONDO ECONOMICO.....	100.0	44.5	42.0	36.2	32.9	6.7	2.4	38.2	3.8	32.5	9.3	2.7	55.5
IL MONELLO.....	100.0	36.1	33.7	28.6	25.7	5.5	2.5	30.3	3.3	27.0	7.2	1.9	63.9
NOVELLA 2000.....	100.0	38.8	36.1	31.3	28.4	5.4	2.4	32.9	3.2	29.4	7.7	1.6	61.2
OGGI.....	100.0	41.5	38.9	33.5	30.8	5.7	2.4	35.2	3.7	31.0	8.6	1.9	58.5
ONDA TV.....	100.0	34.6	31.8	27.3	24.5	4.9	2.3	28.7	3.0	25.8	7.2	1.6	65.4
PANORAMA.....	100.0	45.1	42.1	35.4	32.7	6.6	2.9	38.2	3.8	32.6	10.3	2.3	54.9
RADIOCORRIERE TV.....	100.0	40.1	37.5	32.1	29.3	5.8	2.4	33.8	3.7	29.8	8.2	2.1	59.9
RAGAZZA IN.....	100.0	34.9	32.1	27.8	24.5	5.5	2.1	29.6	2.5	27.2	6.4	1.3	65.1
ROMBO.....	100.0	37.6	34.0	29.1	26.0	5.6	2.4	30.0	4.0	26.4	7.8	3.5	62.4
SORRISI E CANZONI TV.....	100.0	36.9	34.2	29.4	26.6	5.3	2.3	31.0	3.3	27.3	7.8	1.8	63.1
STARTER.....	100.0	28.8	26.1	21.9	18.9	5.1	2.1	22.7	3.4	19.8	6.1	2.9	71.2
STOP.....	100.0	39.5	37.0	31.7	29.1	5.4	2.5	33.5	3.5	30.6	7.4	1.5	60.5
TELESETTE.....	100.0	37.1	34.4	29.3	26.5	5.4	2.4	31.1	3.3	27.4	7.8	1.9	62.9
TOPOLINO.....	100.0	39.6	36.7	31.2	28.4	5.8	2.5	33.5	3.2	28.7	9.2	1.7	60.4

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● consumo di alimenti integrali

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso lo	deciso insieme	decidono altri	
TOTALE	100.0	34.1	31.6	27.2	24.8	4.7	2.1	28.2	3.4	25.2	7.0	1.9	65.9
MENSILI	100.0	44.6	42.3	36.1	33.2	5.8	3.3	38.5	3.7	32.0	10.5	2.2	55.4
ABITARE	100.0	47.9	44.3	36.7	34.6	6.8	2.9	40.7	3.6	35.9	10.0	2.0	52.1
AD	100.0	49.6	46.7	39.0	36.9	6.6	3.1	42.5	4.2	36.9	10.5	2.2	50.4
AIRONE	100.0	48.2	44.9	37.4	34.5	6.9	3.5	41.4	3.5	34.0	11.9	2.3	51.8
ALTA FEDELTA'	100.0	39.9	37.6	32.6	29.3	6.3	1.9	33.0	4.5	29.4	7.2	3.3	60.1
ASTRA	100.0	44.5	41.7	34.8	31.7	6.5	3.5	38.3	3.4	33.1	9.6	1.7	55.5
ATLANTE	100.0	46.5	42.8	36.0	33.3	6.3	3.1	39.6	3.2	32.9	11.5	2.1	53.5
AUTO CAPITAL	100.0	42.7	40.0	34.3	31.7	6.5	1.9	35.7	4.3	32.0	8.1	2.6	57.3
L'AUTOMOBILE	100.0	41.8	39.0	33.5	30.6	6.0	2.5	35.4	3.7	29.7	9.8	2.3	58.2
BENISSIMO	100.0	39.2	36.5	31.4	28.3	5.7	2.5	33.1	3.4	29.5	8.2	1.6	60.8
BRAVA CASA	100.0	42.6	40.0	33.7	31.1	6.0	2.9	36.4	3.6	31.2	9.6	1.8	57.4
CAPITAL	100.0	47.1	44.3	37.9	35.4	6.2	2.7	40.0	4.3	34.0	10.9	2.2	52.9
CASAVIVA	100.0	43.6	40.7	34.5	31.7	6.3	2.7	37.2	3.5	31.8	10.0	1.8	56.4
100 COSE	100.0	42.1	39.5	34.0	31.1	5.9	2.5	36.4	3.1	31.6	8.8	1.7	57.9
CONSIGLI PRATICI	100.0	38.1	35.5	31.0	28.6	5.1	1.8	32.6	2.9	27.0	9.3	1.8	61.9
CORTO MALTESE	100.0	52.8	50.6	34.8	30.3	11.2	9.0	47.1	3.5	41.3	8.9	2.6	47.2
COSMOPOLITAN	100.0	45.4	42.4	35.9	32.7	6.2	3.5	39.0	3.4	33.7	10.1	1.5	54.6
LA CUCINA ITALIANA	100.0	43.1	40.4	34.7	32.0	5.7	2.7	36.9	3.5	32.1	9.1	2.0	56.9
DONNAPIU'	100.0	42.4	39.7	33.8	30.9	5.7	3.0	36.4	3.3	31.8	9.2	1.5	57.6
ESPANSIONE	100.0	53.9	49.9	41.1	39.4	7.7	2.8	46.3	3.6	40.8	10.5	2.6	46.1
FOTOGRAFARE	100.0	43.4	40.4	34.3	31.4	6.7	2.3	36.5	3.9	30.5	10.8	2.1	56.6
GARDENIA	100.0	47.7	44.2	37.2	34.7	6.7	2.8	40.4	3.8	33.2	12.3	2.2	52.3
GENTE MONEY	100.0	46.5	43.4	36.9	34.2	6.5	2.6	39.4	4.0	32.6	11.9	2.0	53.5
GENTE MOTORI	100.0	38.9	36.0	30.9	27.9	5.8	2.3	32.4	3.7	26.9	9.7	2.3	61.1
GENTE VIAGGI	100.0	44.5	41.9	35.5	32.6	6.3	3.0	38.2	3.7	32.0	10.6	2.0	55.5
GIOIELLI	100.0	40.5	37.9	32.6	29.5	5.9	2.5	34.4	3.5	30.4	8.3	1.8	59.5
INSIEME	100.0	36.9	34.6	29.3	26.5	5.4	2.7	31.6	3.0	25.8	9.8	1.3	63.1
JESUS	100.0	42.7	38.8	34.0	31.1	5.9	1.9	35.1	3.7	32.5	8.1	2.0	57.3
LEI	100.0	43.9	41.2	35.1	32.3	5.9	2.9	37.9	3.2	32.9	9.5	1.5	56.1
LINUS	100.0	48.2	45.1	37.7	35.0	7.0	3.1	41.9	3.2	34.5	11.3	2.3	51.8
MADRE	100.0	41.1	38.3	33.3	30.4	5.4	2.5	34.9	3.5	31.6	8.1	1.4	58.9
MANI DI FATA	100.0	38.0	35.3	30.4	27.4	5.6	2.2	31.7	3.6	28.6	7.4	1.9	62.0
MAX	100.0	44.6	42.2	35.0	31.8	6.7	3.7	38.2	4.0	32.3	10.3	2.0	55.4
MESSAGGERO DI S.ANTONIO	100.0	35.6	33.0	28.4	26.2	4.7	2.1	29.1	3.9	25.8	7.6	2.2	64.4
LA MIA CASA	100.0	37.7	34.8	29.6	27.2	5.2	2.4	31.6	3.3	28.9	7.1	1.8	62.3
MILLEIDEE	100.0	41.0	38.3	32.7	29.9	5.8	2.5	34.7	3.5	30.7	8.5	1.7	59.0
MODA	100.0	39.2	36.5	31.4	28.7	5.4	2.4	33.3	3.2	29.3	8.0	1.9	60.8
MOTOCICLISMO	100.0	37.1	34.0	28.8	25.3	5.8	2.9	30.2	3.8	24.7	9.4	2.9	62.9
MUSIC	100.0	34.9	32.3	26.6	23.4	6.5	2.3	28.8	3.5	26.1	6.9	1.8	65.1
NATURA OGGI	100.0	43.4	40.3	34.2	31.6	5.7	3.0	37.0	3.3	31.0	10.3	2.1	56.6
PESCARRE	100.0	41.3	38.6	32.8	28.9	7.6	2.1	34.2	4.3	29.2	8.6	3.5	58.7
PHOTO ITALIANA	100.0	44.4	41.9	34.7	31.8	7.1	3.0	38.8	3.1	32.3	10.2	1.9	55.6
IL PIACERE	100.0	50.3	47.4	40.7	38.0	6.3	3.0	43.2	4.1	36.3	11.8	2.3	49.7
PLAYMEN	100.0	39.3	36.9	31.8	27.7	7.1	2.2	32.8	4.1	27.8	9.1	2.4	60.7
PM	100.0	46.7	44.0	36.2	33.4	6.8	3.7	40.4	3.5	33.4	11.1	2.2	53.3
QUATTORRUOTE	100.0	39.5	36.6	31.4	28.3	5.9	2.4	32.9	3.7	27.9	9.2	2.4	60.5
QUI TOURING	100.0	51.2	47.4	40.0	37.7	6.6	3.2	43.4	4.0	37.6	11.6	2.0	48.8
RAKAM	100.0	40.0	37.3	32.1	28.9	6.0	2.4	33.8	3.5	29.6	8.6	1.7	60.0
ROCKSTAR	100.0	35.9	32.4	26.0	22.8	7.0	2.6	28.4	4.0	24.8	8.5	2.6	64.1
SALVE	100.0	43.6	40.7	34.8	31.6	6.4	2.7	37.4	3.3	31.9	9.9	1.8	56.4
SCIENZA 2000	100.0	40.3	37.5	31.5	26.7	7.6	3.2	32.9	4.6	27.3	8.8	4.1	59.7
SCIENZA E VITA NUOVA	100.0	46.1	42.4	36.0	33.4	6.8	2.2	38.8	3.7	32.4	11.0	2.6	53.9
LE SCIENZE	100.0	49.2	45.8	37.2	34.4	7.7	3.7	42.1	3.7	34.1	11.7	3.4	50.8
SELEZIONE DAL R.DIGEST	100.0	42.1	39.4	34.0	31.0	6.0	2.4	35.6	3.7	31.3	8.8	2.0	57.9
STARBENE	100.0	42.3	39.4	33.7	30.7	6.1	2.6	36.1	3.2	30.5	9.9	1.9	57.7
STORIA ILLUSTRATA	100.0	43.8	40.5	33.9	31.5	6.2	2.7	37.2	3.2	31.1	10.4	2.3	56.2
SUPER GOL	100.0	36.0	33.1	28.6	25.0	5.7	2.4	29.1	4.1	23.7	8.9	3.4	64.0
IL TENNIS ITALIANO	100.0	43.0	40.4	33.4	30.1	7.1	3.1	36.9	3.4	28.8	11.5	2.6	57.0
TUTTO CUCINA	100.0	38.0	35.5	30.8	27.8	5.3	2.4	32.2	3.3	28.7	7.5	1.8	62.0
TUTTO MAGLIA	100.0	36.0	33.4	28.9	26.3	4.8	2.3	30.2	3.2	27.2	7.1	1.8	64.0
TUTTO MOTO	100.0	35.9	33.1	28.4	25.4	5.2	2.5	29.5	3.6	24.2	9.4	2.3	64.1
TUTTO MUSICA & SPETTACOLO	100.0	36.5	33.5	28.8	25.8	5.3	2.4	30.5	3.0	26.8	7.8	1.9	63.5
TUTTO TURISMO	100.0	41.1	38.2	32.6	29.8	5.5	2.8	34.8	3.4	29.5	9.8	1.9	58.9
TUTTO UNCINETTO	100.0	35.5	33.0	28.3	25.5	5.2	2.3	29.7	3.3	26.6	7.1	1.8	64.5
VELA E MOTORE	100.0	47.5	44.0	38.9	34.9	6.5	2.6	39.6	4.3	33.2	11.5	2.8	52.5
VITAL	100.0	47.0	43.3	37.2	34.7	5.9	2.8	40.4	3.0	36.3	9.3	1.4	53.0
WEEKEND	100.0	49.1	46.5	38.8	36.1	6.0	4.3	40.9	5.6	35.0	10.5	3.6	50.9
ZOOM	100.0	48.1	45.6	38.6	32.2	7.8	5.6	39.1	6.4	33.8	9.7	4.6	51.9
DIANA (Quindicinale)	100.0	33.0	30.3	26.2	23.0	5.0	2.2	26.8	3.4	22.8	7.7	2.6	67.0

Adulti

Lettori ultimo periodo

analisi secondo: ● consumo di olio di oliva confezionato

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso lo	deciso insieme	decidono altri	
TOTALE	100.0	60.3	58.8	57.3	57.0	1.3	.6	30.8	28.0	20.7	19.5	20.0	39.7
PERIODICI	100.0	66.8	65.4	63.6	63.4	1.4	.6	34.6	30.8	22.1	22.3	22.5	33.2
SETTIMANALI	100.0	67.4	65.9	64.1	63.9	1.4	.6	34.8	31.1	22.5	22.3	22.6	32.6
ALBO BLITZ	100.0	61.9	60.7	58.8	58.4	1.6	.6	22.4	38.3	6.6	21.5	33.8	38.1
AMICA	100.0	69.5	68.1	66.6	66.3	1.3	.5	39.5	28.6	30.6	20.1	18.8	30.5
ANNA	100.0	69.5	68.1	66.5	66.3	1.4	.5	40.8	27.3	33.0	19.4	17.1	30.5
AUTOSPRINT	100.0	66.6	65.4	63.6	62.8	1.9	.7	25.5	39.9	9.0	24.6	33.1	33.4
BELLA	100.0	69.5	68.3	66.8	66.4	1.4	.5	42.9	25.4	35.4	19.0	15.1	30.5
CIAO 2001	100.0	67.3	66.2	64.2	63.1	2.4	.7	21.5	44.7	7.0	20.2	40.1	32.7
CONFIDENZE	100.0	67.0	65.8	64.2	63.9	1.4	.5	40.5	25.2	32.6	18.6	15.8	33.0
DOLLY	100.0	63.0	61.8	60.2	58.9	2.4	.6	22.2	39.6	8.3	17.9	36.8	37.0
DOMENICA DEL CORRIERE	100.0	67.7	66.1	64.3	64.1	1.4	.6	33.7	32.4	19.5	24.1	24.0	32.3
DOMENICA QUIZ	100.0	67.5	65.9	64.4	64.0	1.4	.5	33.5	32.4	18.8	23.3	25.4	32.5
EPOCA	100.0	70.6	68.8	66.9	66.7	1.4	.6	34.6	34.2	20.4	24.4	25.7	29.4
L'ESPRESSO	100.0	68.0	66.4	64.6	64.4	1.3	.6	30.4	35.9	16.0	24.5	27.4	32.0
EUROPEO	100.0	68.1	66.4	64.6	64.4	1.3	.6	30.5	35.9	15.4	24.7	28.0	31.9
EVA EXPRESS	100.0	68.7	67.5	65.8	65.5	1.5	.5	38.3	29.2	28.3	20.5	19.9	31.3
FAMIGLIA CRISTIANA	100.0	66.7	65.3	63.6	63.2	1.6	.5	34.6	30.7	23.4	21.8	21.5	33.3
GENTE	100.0	68.1	66.6	64.9	64.6	1.4	.5	36.7	29.9	26.1	21.0	20.9	31.9
GIOIA	100.0	67.7	66.5	64.9	64.6	1.4	.5	38.2	26.3	29.2	19.6	19.0	32.3
IL GIORNALINO	100.0	71.2	69.7	68.1	67.6	1.5	.5	36.2	33.5	23.3	21.9	25.9	28.8
GRAND HOTEL	100.0	63.0	61.8	60.2	59.7	1.4	.6	33.4	28.3	22.3	19.8	20.9	37.0
GRAZIA	100.0	70.0	68.6	67.0	66.7	1.5	.4	39.3	29.3	30.4	20.4	19.2	30.0
GUERIN SPORTIVO	100.0	66.6	65.2	63.2	62.7	1.8	.7	22.7	42.6	6.1	22.9	37.6	33.4
GUIDA CUCINA	100.0	65.8	64.4	63.0	62.7	1.2	.5	38.8	25.6	30.1	18.9	16.7	34.2
GUIDA TV	100.0	66.5	65.1	63.4	63.0	1.6	.6	32.1	33.0	18.8	22.2	25.5	33.5
INTIMITA'	100.0	68.8	67.5	66.0	65.6	1.4	.5	42.3	25.3	34.4	19.1	15.3	31.2
INTREPIDO	100.0	61.2	59.9	58.2	57.6	1.7	.7	23.7	36.2	8.6	21.1	31.4	38.8
IL MONDO	100.0	74.3	72.6	70.7	70.8	1.3	.5	31.7	40.9	15.1	28.8	30.4	25.7
MONDO ECONOMICO	100.0	72.5	70.8	68.9	68.9	1.3	.6	30.2	40.7	13.0	27.3	32.3	27.5
IL MONELLO	100.0	64.1	62.7	61.0	60.4	1.7	.7	26.2	36.5	11.4	21.8	30.9	35.9
NOVELLA 2000	100.0	68.6	67.3	65.6	65.1	1.6	.6	37.4	29.9	26.4	20.9	21.3	31.4
OGGI	100.0	68.5	67.1	65.3	65.1	1.4	.6	36.6	30.5	25.2	21.8	21.5	31.5
ONDA TV	100.0	63.6	62.3	60.8	60.1	1.7	.5	30.3	32.0	18.1	20.6	24.9	36.4
PANORAMA	100.0	68.8	67.2	65.5	65.2	1.4	.6	30.6	36.6	16.3	24.6	27.8	31.2
RADIOCORRIERE TV	100.0	65.5	64.0	62.3	62.0	1.4	.6	31.4	32.7	18.6	21.8	25.1	34.5
RAGAZZA IN	100.0	64.7	63.6	62.0	60.5	2.5	.6	24.5	39.2	10.6	18.8	35.3	35.3
ROMBO	100.0	66.3	65.3	63.7	62.6	1.9	.8	21.1	44.2	4.6	24.2	37.4	33.7
SORRISI E CANZONI TV	100.0	64.5	63.2	61.6	61.1	1.6	.6	30.9	32.3	18.8	20.8	25.0	35.5
STARTER	100.0	63.3	62.2	60.3	59.1	2.2	.9	20.7	41.5	5.9	21.1	36.4	36.7
STOP	100.0	70.9	69.6	67.8	67.5	1.6	.6	39.7	29.9	29.6	21.6	19.7	29.1
TELESETTE	100.0	64.4	63.1	61.5	61.0	1.5	.6	30.5	32.7	17.1	21.5	25.8	35.6
TOPOLINO	100.0	68.3	67.0	65.4	64.9	1.5	.6	31.0	36.0	16.7	22.6	29.1	31.7

Lettori ultimo periodo

analisi secondo: ● consumo di olio di oliva confezionato

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso lo	deciso insieme	decidono altri	
TOTALE	100.0	60.3	58.6	57.0	56.7	1.3	.7	22.8	35.8	5.5	24.5	30.2	39.7
PERIODICI	100.0	66.8	65.0	63.2	62.7	1.6	.7	25.7	39.3	6.1	27.4	33.2	33.2
SETTIMANALI	100.0	67.3	65.5	63.6	63.2	1.6	.8	25.9	39.6	6.0	27.9	33.4	32.7
ALBO BLITZ.....	100.0	61.7	60.5	58.6	58.2	1.6	.6	20.6	39.9	4.0	21.9	35.8	36.3
AMICA.....	100.0	68.6	67.1	65.1	64.7	1.6	.7	25.5	41.6	6.6	27.1	34.9	31.4
ANNA.....	100.0	68.8	67.2	65.2	64.9	1.6	.7	26.3	40.9	7.0	27.7	34.1	31.2
AUTOSPRINT.....	100.0	66.3	65.1	63.3	62.4	2.0	.8	22.7	42.4	4.6	25.6	36.1	33.7
BELLA.....	100.0	68.7	67.2	65.3	64.7	1.8	.7	26.6	40.6	6.5	28.4	33.8	31.3
CHIAO 2001.....	100.0	66.6	65.4	63.1	61.8	2.6	1.0	18.6	46.8	2.6	21.9	42.2	33.4
CONFIDENZE.....	100.0	66.7	65.1	63.2	62.8	1.7	.7	26.2	38.9	7.0	27.0	32.7	33.3
DOLLY.....	100.0	62.6	61.2	58.4	57.4	3.0	.8	16.3	45.0	1.8	18.3	42.4	37.4
DOMENICA DEL CORRIERE.....	100.0	67.1	65.3	63.5	63.1	1.4	.7	27.1	38.3	6.7	28.6	31.8	32.9
DOMENICA QUIZ.....	100.0	67.1	65.6	64.0	63.6	1.4	.6	27.4	38.2	6.4	27.4	33.3	32.9
EPOCA.....	100.0	69.9	67.9	65.7	65.6	1.5	.8	27.7	40.2	7.6	28.7	33.6	30.1
L'ESPRESSO.....	100.0	67.1	65.6	63.7	63.5	1.2	.8	25.0	40.6	6.4	27.1	33.6	32.9
EUROPEO.....	100.0	67.5	65.7	63.8	63.6	1.3	.8	25.4	40.3	6.7	27.1	33.8	32.5
EVA EXPRESS.....	100.0	68.7	67.3	65.5	64.9	1.6	.8	26.0	41.3	6.1	27.8	34.7	31.3
FAMIGLIA CRISTIANA.....	100.0	66.4	64.7	62.8	62.3	1.7	.7	25.0	39.7	6.2	27.3	32.9	33.6
GENTE.....	100.0	67.5	65.9	63.9	63.5	1.6	.8	26.0	39.9	6.5	27.1	33.9	32.5
GIOIA.....	100.0	67.4	65.9	63.9	63.5	1.7	.7	24.4	41.5	5.7	26.4	35.4	32.6
IL GIORNALINO.....	100.0	70.1	68.4	66.4	65.7	1.9	.7	24.8	43.6	5.8	25.8	38.5	29.9
GRAND HOTEL.....	100.0	63.0	61.6	59.8	59.5	1.5	.6	23.7	37.9	5.0	25.0	33.0	37.0
GRAZIA.....	100.0	69.1	67.5	65.3	65.1	1.6	.7	25.8	41.7	6.9	27.4	34.8	30.9
GUERIN SPORTIVO.....	100.0	66.5	65.1	63.0	62.5	1.8	.7	21.5	43.6	4.2	23.5	38.8	33.5
GUIDA CUCINA.....	100.0	65.9	64.6	62.8	62.5	1.4	.6	26.5	38.1	6.8	27.3	31.8	34.1
GUIDA TV.....	100.0	66.2	64.7	62.8	62.4	1.7	.6	24.8	39.9	5.7	26.3	34.2	33.8
INTIMITA'.....	100.0	68.4	67.0	65.1	64.5	1.8	.6	27.5	39.5	7.1	28.2	33.1	31.6
INTREPIDO.....	100.0	60.6	59.3	57.5	56.9	1.7	.7	20.2	39.1	3.5	22.2	35.0	39.4
IL MONDO.....	100.0	73.8	72.1	70.1	70.2	1.4	.6	28.1	44.0	9.2	30.7	34.0	26.2
MONDO ECONOMICO.....	100.0	72.3	70.6	68.5	68.6	1.3	.6	27.4	43.2	8.3	29.0	35.0	27.7
IL MONELLO.....	100.0	63.6	62.3	60.4	59.8	1.8	.7	21.5	40.8	3.9	23.6	36.2	36.4
NOVELLA 2000.....	100.0	67.8	66.4	64.5	63.9	1.7	.7	26.0	40.4	6.2	26.9	34.6	32.2
OGGI.....	100.0	68.0	66.3	64.4	64.0	1.5	.8	26.4	40.0	6.7	27.8	33.5	32.0
ONDA TV.....	100.0	63.3	61.9	60.1	59.5	1.8	.6	22.4	39.5	4.6	24.7	34.0	36.7
PANORAMA.....	100.0	68.0	66.4	64.5	64.3	1.4	.8	24.7	41.8	6.1	27.5	34.5	32.0
RADIOCORRIERE TV.....	100.0	65.2	63.6	61.8	61.4	1.5	.7	24.2	39.4	5.6	25.7	33.9	34.8
RAGAZZA IN.....	100.0	63.7	62.5	59.9	59.0	2.8	.7	17.3	45.1	2.1	19.1	42.5	36.3
ROMBO.....	100.0	66.0	65.0	63.3	62.2	2.0	.8	20.2	44.8	3.4	24.4	38.1	34.0
SORRISI E CANZONI TV.....	100.0	64.3	62.9	61.0	60.4	1.7	.8	22.4	40.5	4.4	24.8	35.2	35.7
STARTER.....	100.0	63.2	62.0	60.1	58.9	2.3	.9	19.4	42.6	4.2	21.3	37.7	36.8
STOP.....	100.0	70.5	68.9	67.1	66.6	1.7	.7	27.7	41.2	6.7	29.2	34.5	29.5
TELESETTE.....	100.0	64.0	62.6	60.9	60.4	1.5	.6	23.0	39.6	4.6	25.0	34.3	36.0
TOPOLINO.....	100.0	67.9	66.5	64.6	64.1	1.7	.7	23.2	43.3	4.4	25.7	37.8	32.1

Donne

Lettori ultimo periodo

analisi secondo: ● consumo di olio di oliva confezionato

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	60.3	59.0	57.6	57.2	1.3	.5	38.3	20.7	34.8	14.9	10.5	39.7
PERIODICI	100.0	66.9	65.8	64.1	64.0	1.3	.5	42.9	22.9	37.0	17.5	12.4	33.1
SETTIMANALI	100.0	67.4	66.3	64.5	64.5	1.3	.5	42.8	23.6	37.2	17.4	12.9	32.6
ALBO BLITZ.....	100.0	63.8	62.7	60.9	60.3	1.6	.8	38.0	24.7	29.6	17.6	16.6	36.2
AMICA.....	100.0	69.7	68.4	66.9	66.7	1.3	.4	43.1	25.3	36.7	18.3	14.7	30.3
ANNA.....	100.0	69.6	68.3	66.8	66.6	1.3	.4	43.7	24.6	38.2	17.7	13.7	30.4
AUTOSPRINT.....	100.0	68.1	67.0	65.6	65.2	1.3	.5	40.9	26.1	32.8	19.0	16.3	31.9
BELLA.....	100.0	69.7	68.5	67.1	66.7	1.3	.4	45.6	22.9	40.2	17.5	12.1	30.3
CIAO 2001.....	100.0	68.0	67.0	65.4	64.5	2.2	.3	24.8	42.3	12.0	18.2	37.8	32.0
CONFIDENZE.....	100.0	67.0	65.9	64.4	64.1	1.3	.4	43.6	22.3	38.1	16.7	12.1	33.0
DOLLY.....	100.0	63.1	62.0	60.7	59.3	2.2	.5	23.8	38.1	10.0	17.8	35.2	36.9
DOMENICA DEL CORRIERE.....	100.0	68.6	67.4	65.7	65.7	1.3	.4	45.1	22.4	41.6	16.5	10.5	31.4
DOMENICA QUIZ.....	100.0	68.0	66.2	64.9	64.6	1.3	.4	42.3	23.9	36.9	17.4	13.8	32.0
EPOCA.....	100.0	71.7	70.3	68.7	68.6	1.3	.4	45.9	24.4	41.5	17.4	12.8	28.3
L'ESPRESSO.....	100.0	69.5	68.0	66.5	66.3	1.4	.3	41.1	26.8	35.0	19.4	15.2	30.5
EUROPEO.....	100.0	69.6	68.2	66.7	66.6	1.4	.3	44.1	24.0	39.1	18.2	12.3	30.4
EVA EXPRESS.....	100.0	68.7	67.6	66.0	65.7	1.4	.4	43.6	24.0	38.1	17.3	13.4	31.3
FAMIGLIA CRISTIANA.....	100.0	67.0	65.8	64.2	64.0	1.4	.4	43.1	22.7	38.7	16.9	11.3	33.0
GENTE.....	100.0	68.4	67.1	65.5	65.4	1.3	.4	44.4	22.7	40.1	16.7	11.6	31.6
GIOIA.....	100.0	67.8	66.6	65.2	64.8	1.3	.4	41.4	25.2	34.7	18.0	15.1	32.2
IL GIORNALINO.....	100.0	72.1	70.8	69.7	69.3	1.2	.3	46.2	24.6	38.5	18.6	15.0	27.9
GRAND HOTEL.....	100.0	63.0	61.9	60.4	59.9	1.4	.6	39.7	22.2	33.5	16.4	13.1	37.0
GRAZIA.....	100.0	70.2	68.9	67.4	67.1	1.4	.4	42.8	26.1	36.6	18.5	15.1	29.8
GUERIN SPORTIVO.....	100.0	67.6	66.2	64.9	64.4	1.4	.5	32.4	33.8	22.3	17.9	27.3	32.4
GUIDA CUCINA.....	100.0	65.8	64.3	63.0	62.7	1.2	.4	42.2	22.1	36.6	16.6	12.5	34.2
GUIDA TV.....	100.0	66.8	65.6	64.1	63.6	1.5	.5	40.7	24.9	34.3	17.3	15.2	33.2
INTIMITA'.....	100.0	68.9	67.7	66.2	65.9	1.3	.5	46.0	21.7	41.3	16.8	10.8	31.1
INTREPIDO.....	100.0	63.2	62.1	60.7	60.1	1.4	.6	37.7	24.5	29.6	16.9	16.7	36.8
IL MONDO.....	100.0	76.6	74.7	73.4	73.3	1.1	.3	47.5	27.2	41.4	20.4	14.8	23.4
MONDO ECONOMICO.....	100.0	73.6	72.1	70.6	70.4	1.3	.4	42.7	29.4	34.2	19.2	20.1	26.4
IL MONELLO.....	100.0	65.1	63.8	62.4	61.8	1.4	.6	37.5	26.3	29.2	17.6	18.3	34.9
NOVELLA 2000.....	100.0	69.0	67.8	66.2	65.8	1.5	.5	43.6	24.1	37.6	17.5	13.9	31.0
OGGI.....	100.0	68.9	67.6	66.1	66.0	1.3	.4	44.9	22.8	40.2	17.0	11.7	31.1
ONDA TV.....	100.0	63.9	62.8	61.4	60.8	1.6	.4	38.4	24.4	31.7	16.5	15.7	36.1
PANORAMA.....	100.0	70.1	68.7	67.2	67.0	1.4	.3	41.6	27.0	35.2	19.5	15.5	29.9
RADIOCORRIERE TV.....	100.0	66.0	64.7	63.2	62.9	1.4	.4	41.2	23.5	36.4	16.4	13.1	34.0
RAGAZZA IN.....	100.0	65.0	64.0	62.8	61.1	2.4	.5	27.1	37.0	13.7	18.6	32.7	35.0
ROMBO.....	100.0	69.7	68.9	67.5	66.9	1.6	.4	31.8	37.1	18.8	21.9	29.0	30.3
SORRISI E CANZONI TV.....	100.0	64.7	63.5	62.1	61.6	1.4	.5	38.4	25.2	31.3	17.3	16.1	35.3
STARTER.....	100.0	65.7	64.8	62.9	62.1	2.1	.5	38.3	26.4	30.0	17.6	18.2	34.3
STOP.....	100.0	71.2	70.0	68.2	68.0	1.5	.5	46.6	23.4	42.9	17.2	11.1	28.8
TELESETTE.....	100.0	64.9	63.8	62.3	61.8	1.5	.5	40.0	23.8	33.1	17.0	14.8	35.1
TOPOLINO.....	100.0	68.9	67.6	66.3	65.8	1.4	.4	40.3	27.4	31.2	19.0	18.6	31.1

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● consumo di olio di oliva confezionato

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	59.9	58.6	57.0	57.0	1.2	.5	45.2	13.4	45.3	12.2	2.4	40.1
PERIODICI	100.0	67.9	66.7	64.8	65.0	1.2	.4	52.2	14.4	51.3	14.3	2.3	32.1
SETTIMANALI	100.0	68.6	67.4	65.4	65.7	1.3	.5	52.6	14.8	52.2	14.0	2.4	31.4
ALBO BLITZ.....	100.0	62.2	61.1	58.9	58.6	2.1	.4	49.5	11.6	42.9	13.9	5.4	37.8
AMICA.....	100.0	70.4	69.0	67.6	67.6	1.0	.4	55.1	13.9	55.0	13.7	1.7	29.6
ANNA.....	100.0	70.4	69.0	67.4	67.4	1.1	.4	54.6	14.3	55.2	13.4	1.7	29.6
AUTOSPRINT.....	100.0	67.5	66.5	64.7	64.4	1.6	.5	53.7	12.8	47.0	16.9	3.6	32.5
BELLA.....	100.0	70.2	68.9	67.5	67.5	1.0	.4	55.0	13.9	54.8	13.5	1.9	29.8
CIAO 2001.....	100.0	65.9	64.6	62.3	62.3	2.0	.2	49.1	15.4	49.3	11.8	4.8	34.1
CONFIDENZE.....	100.0	67.2	66.0	64.6	64.6	1.1	.4	52.5	13.6	51.9	13.3	1.9	32.8
DOLLY.....	100.0	60.9	59.8	58.7	58.2	1.2	.4	47.4	12.3	46.7	12.5	1.6	39.1
DOMENICA DEL CORRIERE.....	100.0	68.9	67.7	65.6	66.0	1.3	.4	52.8	14.9	51.8	14.2	2.8	31.1
DOMENICA QUIZ.....	100.0	68.9	66.9	65.4	65.1	1.5	.3	52.8	14.1	52.5	13.8	2.5	31.1
EPOCA.....	100.0	72.0	70.6	68.6	68.9	1.2	.5	55.8	14.7	55.2	14.6	2.2	28.0
L'ESPRESSO.....	100.0	69.6	67.9	66.2	66.2	1.4	.3	53.4	14.5	52.5	14.7	2.4	30.4
EUROPEO.....	100.0	68.9	67.6	65.7	65.8	1.5	.3	53.6	14.0	52.2	14.1	2.6	31.1
EVA EXPRESS.....	100.0	69.0	67.8	66.2	66.2	1.2	.4	53.6	14.2	53.6	13.3	2.1	31.0
FAMIGLIA CRISTIANA.....	100.0	67.2	66.0	64.2	64.5	1.1	.4	51.2	14.8	50.5	14.0	2.6	32.8
GENTE.....	100.0	69.0	67.6	65.9	66.1	1.2	.4	53.2	14.4	53.4	13.4	2.2	31.0
GIOIA.....	100.0	68.4	67.1	65.7	65.7	1.0	.4	53.4	13.7	53.3	13.3	1.8	31.6
IL GIORNALINO.....	100.0	72.3	71.2	70.3	70.1	.9	.2	58.6	12.6	55.4	15.1	1.9	27.7
GRAND HOTEL.....	100.0	62.9	61.8	60.3	60.1	1.2	.5	49.0	12.7	47.5	13.3	2.2	37.1
GRAZIA.....	100.0	71.0	69.5	67.9	67.9	1.2	.4	55.0	14.5	55.1	14.0	1.8	29.0
GUERIN SPORTIVO.....	100.0	67.0	65.9	64.2	64.2	1.3	.4	53.5	12.4	43.1	19.5	4.4	33.0
GUIDA CUCINA.....	100.0	66.0	64.4	63.2	63.1	.9	.4	51.5	12.8	50.9	13.2	1.9	34.0
GUIDA TV.....	100.0	66.8	65.5	63.8	63.8	1.3	.4	51.6	13.9	50.8	13.5	2.4	33.2
INTIMITA'.....	100.0	69.1	67.9	66.4	66.4	1.1	.4	53.7	14.1	53.2	13.8	2.1	30.9
INTREPIDO.....	100.0	62.9	61.8	60.3	59.9	1.5	.4	49.8	12.0	45.8	14.0	3.2	37.1
IL MONDO.....	100.0	75.3	73.8	72.5	71.8	1.4	.5	60.2	13.5	56.7	15.6	3.0	24.7
MONDO ECONOMICO.....	100.0	71.5	70.3	68.3	68.1	1.7	.5	57.8	12.5	54.5	14.6	2.4	28.5
IL MONELLO.....	100.0	64.8	63.4	61.9	61.6	1.3	.5	51.5	11.9	49.7	12.6	2.5	35.2
NOVELLA 2000.....	100.0	68.9	67.6	66.0	65.9	1.3	.4	53.5	14.1	52.9	13.7	2.3	31.1
OGGI.....	100.0	69.4	68.1	66.4	66.6	1.1	.4	53.8	14.3	53.3	13.9	2.2	30.6
ONDA TV.....	100.0	63.9	62.6	61.5	61.2	1.1	.4	50.1	12.5	48.4	13.1	2.3	36.1
PANORAMA.....	100.0	70.3	68.8	67.1	67.1	1.4	.3	54.4	14.3	53.1	14.9	2.3	29.7
RADIOCORRIERE TV.....	100.0	66.2	64.9	63.1	63.3	1.2	.4	50.9	13.9	50.8	13.1	2.3	33.8
RAGAZZA IN.....	100.0	63.0	61.7	60.8	60.3	1.1	.4	50.2	11.6	48.5	13.0	1.5	37.0
ROMBO.....	100.0	67.0	66.0	64.6	63.7	2.1	.2	52.0	14.1	46.4	16.2	4.4	33.0
SORRISI E CANZONI TV.....	100.0	64.8	63.5	62.1	62.0	1.1	.4	50.5	13.0	49.1	13.6	2.1	35.2
STARTER.....	100.0	60.4	59.4	57.4	55.7	3.4	.3	46.4	13.0	38.2	13.9	8.3	39.6
STOP.....	100.0	71.5	70.3	68.3	68.6	1.3	.4	54.2	16.1	55.0	13.9	2.6	28.5
TELESETTE.....	100.0	65.2	64.1	62.6	62.5	1.2	.4	51.2	12.9	49.0	13.9	2.3	34.8
TOPOLINO.....	100.0	68.9	67.6	66.4	66.2	1.0	.4	55.0	12.6	52.1	14.6	2.1	31.1

Adulti

Lettori ultimo periodo

analisi secondo: ● consumo di sughi pronti

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	9.5	7.8	4.7	2.8	3.5	1.5	4.1	3.8	2.8	3.1	3.6	90.5
PERIODICI	100.0	10.6	8.9	5.3	3.2	4.0	1.7	4.6	4.3	3.1	3.7	3.9	89.4
SETTIMANALI	100.0	10.7	9.1	5.5	3.4	4.0	1.7	4.7	4.4	3.1	3.8	3.9	89.3
ALBO BLITZ.....	100.0	11.6	9.5	5.5	3.8	4.0	1.7	3.5	5.9	1.5	3.9	6.1	88.4
AMICA.....	100.0	11.2	9.6	5.5	3.3	4.4	2.0	5.2	4.4	4.2	3.5	3.6	88.8
ANNA.....	100.0	10.9	9.4	5.4	3.2	4.3	1.9	5.3	4.1	4.3	3.3	3.3	89.1
AUTOSPRINT.....	100.0	12.5	10.4	6.3	4.1	4.4	1.9	4.0	6.4	1.8	4.3	6.4	87.5
BELLA.....	100.0	10.7	9.3	5.4	3.1	4.3	1.8	5.3	3.9	4.4	3.2	3.1	89.3
CIAO 2001.....	100.0	14.7	12.8	7.9	5.3	5.4	2.1	4.7	8.1	1.7	4.6	8.4	85.3
CONFIDENZE.....	100.0	10.2	8.6	5.1	3.0	3.9	1.7	5.0	3.6	4.1	3.2	2.9	89.8
DOLLY.....	100.0	14.0	12.0	7.4	4.8	4.8	2.5	4.9	7.1	1.6	5.3	7.1	86.0
DOMENICA DEL CORRIERE.....	100.0	9.8	8.1	4.8	2.8	3.6	1.6	3.9	4.1	2.5	3.5	3.8	90.2
DOMENICA QUIZ.....	100.0	10.7	8.7	5.0	3.1	4.0	1.6	4.3	4.4	2.8	3.7	4.2	89.3
EPOCA.....	100.0	10.1	8.5	5.0	3.0	3.8	1.7	4.1	4.4	2.6	3.7	3.8	89.9
L'ESPRESSO.....	100.0	10.8	9.0	5.2	3.2	4.1	1.7	4.1	4.9	2.4	4.0	4.5	89.2
EUROPEO.....	100.0	10.4	8.7	5.1	3.2	3.9	1.6	3.8	4.8	2.2	3.9	4.3	89.6
EVA EXPRESS.....	100.0	11.2	9.5	5.6	3.4	4.2	1.9	5.1	4.5	3.7	3.6	3.8	88.8
FAMIGLIA CRISTIANA.....	100.0	10.5	8.8	5.3	3.1	4.1	1.7	4.8	4.3	3.1	3.5	3.9	89.5
GENTE.....	100.0	10.2	8.6	5.0	3.0	3.9	1.7	4.5	4.1	3.3	3.3	3.6	89.8
GIOIA.....	100.0	11.0	9.4	5.5	3.3	4.3	1.9	5.0	4.4	4.0	3.4	3.6	89.0
IL GIORNALINO.....	100.0	13.3	11.4	6.8	3.9	5.3	2.1	5.4	5.9	3.3	4.5	5.5	86.7
GRAND HOTEL.....	100.0	10.6	8.8	5.3	3.2	3.9	1.7	4.6	4.2	3.1	3.6	3.9	89.4
GRAZIA.....	100.0	11.1	9.6	5.5	3.3	4.4	2.0	5.1	4.5	4.0	3.5	3.6	88.9
GUERIN SPORTIVO.....	100.0	12.8	10.7	6.3	4.3	4.4	2.0	3.9	6.8	1.3	4.5	7.0	87.2
GUIDA CUCINA.....	100.0	10.4	8.9	5.2	3.1	3.9	1.8	5.1	3.8	4.2	3.1	3.1	89.6
GUIDA TV.....	100.0	11.3	9.5	5.5	3.4	4.2	1.8	4.6	4.9	2.7	4.0	4.6	88.7
INTIMITA'.....	100.0	10.5	8.8	5.2	2.9	4.1	1.7	5.2	3.6	4.3	3.3	2.9	89.5
INTREPIDO.....	100.0	11.4	9.3	5.6	3.6	4.1	1.6	3.8	5.5	1.7	3.7	6.0	88.6
IL MONDO.....	100.0	11.8	9.8	5.8	3.7	4.5	1.6	3.8	6.0	2.2	4.7	5.0	88.2
MONDO ECONOMICO.....	100.0	12.0	9.9	6.0	3.8	4.4	1.7	3.5	6.3	1.9	4.5	5.6	88.0
IL MONELLO.....	100.0	11.8	9.8	5.9	3.9	4.2	1.7	4.1	5.7	1.9	4.0	5.8	88.2
NOVELLA 2000.....	100.0	11.4	9.7	5.9	3.6	4.2	1.9	5.1	4.5	3.6	3.8	4.0	88.6
OGGI.....	100.0	10.4	8.8	5.2	3.1	4.0	1.7	4.6	4.2	3.2	3.5	3.7	89.6
ONDA TV.....	100.0	12.1	10.3	6.1	3.7	4.8	1.8	4.8	5.4	2.9	4.1	5.2	87.9
PANORAMA.....	100.0	11.2	9.3	5.4	3.4	4.2	1.8	4.1	5.2	2.4	4.1	4.7	88.8
RADIOCORRIERE TV.....	100.0	10.5	8.7	5.1	3.2	3.9	1.6	4.2	4.5	2.6	3.6	4.3	89.5
RAGAZZA IN.....	100.0	14.2	12.5	7.9	4.9	5.3	2.4	5.1	7.4	2.0	4.9	7.4	85.8
ROMBO.....	100.0	12.4	10.3	6.5	4.4	4.3	1.5	3.8	6.5	1.1	4.2	7.1	87.6
SORRISI E CANZONI TV.....	100.0	11.3	9.6	5.7	3.5	4.2	1.8	4.6	4.9	2.8	3.9	4.7	88.7
STARTER.....	100.0	12.2	10.2	6.6	4.5	4.2	1.6	4.0	6.2	1.5	3.9	6.8	87.8
STOP.....	100.0	10.4	8.8	5.3	3.0	4.2	1.6	4.8	4.0	3.4	3.5	3.5	89.6
TELESETTE.....	100.0	11.3	9.3	5.4	3.4	4.2	1.8	4.3	5.0	2.6	3.9	4.9	88.7
TOPOLINO.....	100.0	12.4	10.6	6.3	3.9	4.7	2.0	4.8	5.8	2.6	4.3	5.5	87.6

Lettori ultimo periodo

analisi secondo: ● consumo di sughi pronti

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso lo	deciso insieme	decidono altri	
TOTALE	100.0	10.1	8.2	4.9	3.1	3.5	1.5	3.3	4.8	1.1	3.9	5.1	89.9
PERIODICI	100.0	11.3	9.2	5.6	3.6	3.9	1.8	3.9	5.4	1.2	4.6	5.6	88.7
SETTIMANALI	100.0	11.4	9.5	5.8	3.8	4.0	1.7	4.1	5.4	1.1	4.8	5.6	88.6
ALBO BLITZ.....	100.0	11.6	9.4	5.5	3.8	4.0	1.6	3.3	6.1	1.2	3.9	6.5	88.4
AMICA.....	100.0	11.2	9.2	5.7	3.7	3.9	1.6	3.5	5.7	1.2	4.3	5.6	88.8
ANNA.....	100.0	11.0	9.0	5.5	3.6	3.9	1.6	3.5	5.5	1.3	4.3	5.4	89.0
AUTOSPRINT.....	100.0	12.5	10.3	6.4	4.2	4.4	1.8	3.6	6.8	1.2	4.3	6.9	87.5
BELLA.....	100.0	11.5	9.6	5.8	3.6	4.2	1.7	3.8	5.7	1.3	4.6	5.6	88.5
CIAO 2001.....	100.0	14.6	12.2	7.7	5.3	5.1	1.8	4.2	8.0	1.1	4.5	9.0	85.4
CONFIDENZE.....	100.0	10.9	8.9	5.1	3.3	3.7	1.9	3.9	5.1	1.4	4.2	5.3	89.1
DOLLY.....	100.0	13.3	11.1	6.9	4.9	4.7	1.5	4.0	7.1	7	3.8	8.8	86.7
DOMENICA DEL CORRIERE.....	100.0	10.1	8.2	5.0	3.1	3.4	1.7	3.4	4.8	1.3	4.1	4.8	89.9
DOMENICA QUIZ.....	100.0	10.6	8.2	4.5	3.0	3.7	1.5	3.5	4.7	1.4	4.1	5.1	89.4
EPOCA.....	100.0	10.1	8.4	5.1	3.2	3.6	1.6	3.4	4.9	1.2	4.3	4.6	89.9
L'ESPRESSO.....	100.0	10.9	8.8	5.4	3.4	4.0	1.5	3.4	5.4	1.1	4.5	5.3	89.1
EUROPEO.....	100.0	10.5	8.5	5.3	3.3	3.8	1.4	3.2	5.3	1.2	4.3	5.1	89.5
EVA EXPRESS.....	100.0	12.0	9.9	5.8	3.7	4.4	1.8	3.9	6.0	1.4	4.5	6.1	88.0
FAMIGLIA CRISTIANA.....	100.0	11.4	9.4	5.6	3.5	4.0	1.9	3.9	5.5	1.3	4.5	5.5	88.6
GENTE.....	100.0	10.8	8.9	5.5	3.5	3.8	1.6	3.6	5.2	1.3	4.1	5.4	89.2
GIOIA.....	100.0	11.4	9.4	5.8	3.8	4.0	1.7	3.6	5.8	1.2	4.2	6.0	88.6
IL GIORNALINO.....	100.0	14.2	12.0	7.1	4.2	5.5	2.3	4.9	7.1	1.6	5.1	7.5	85.8
GRAND HOTEL.....	100.0	11.1	9.0	5.2	3.4	3.9	1.6	3.6	5.4	1.1	4.1	5.9	88.9
GRAZIA.....	100.0	11.2	9.3	5.7	3.7	4.0	1.6	3.5	5.8	1.2	4.4	5.6	88.8
GUERIN SPORTIVO.....	100.0	12.8	10.7	6.4	4.3	4.3	2.0	3.7	6.9	1.1	4.4	7.3	87.2
GUIDA CUCINA.....	100.0	10.5	8.5	5.0	3.1	3.7	1.7	3.5	5.0	1.3	4.0	5.3	89.5
GUIDA TV.....	100.0	11.7	9.6	5.5	3.6	4.2	1.7	3.9	5.7	1.2	4.4	6.0	88.3
INTIMITA'.....	100.0	11.9	9.7	5.6	3.5	4.3	2.0	4.1	5.6	1.4	4.6	5.8	88.1
INTREPIDO.....	100.0	11.6	9.4	5.6	3.7	4.1	1.6	3.4	5.9	1.0	3.8	6.7	88.4
IL MONDO.....	100.0	11.6	9.4	5.8	3.8	4.3	1.3	3.1	6.3	1.2	5.0	5.4	88.4
MONDO ECONOMICO.....	100.0	11.9	9.6	6.1	3.9	4.2	1.5	3.0	6.6	1.2	4.7	6.0	88.1
IL MONELLO.....	100.0	12.0	9.9	5.9	4.0	4.2	1.6	3.7	6.2	1.1	4.3	6.7	88.0
NOVELLA 2000.....	100.0	11.9	9.9	5.9	3.7	4.4	1.8	4.0	5.9	1.4	4.4	6.1	88.1
OGGI.....	100.0	11.0	9.1	5.6	3.5	3.9	1.7	3.7	5.3	1.3	4.3	5.4	89.0
ONDA TV.....	100.0	12.6	10.4	5.9	3.6	5.0	1.8	4.0	6.4	1.1	4.6	6.9	87.4
PANORAMA.....	100.0	11.3	9.1	5.6	3.6	4.0	1.6	3.4	5.7	1.1	4.6	5.6	88.7
RADIOCORRIERE TV.....	100.0	10.9	8.8	5.2	3.4	3.9	1.5	3.6	5.2	1.2	4.2	5.5	89.1
RAGAZZA IN.....	100.0	13.1	11.0	6.6	4.3	5.0	1.7	4.2	6.8	8	3.9	8.4	86.9
ROMBO.....	100.0	12.3	10.1	6.4	4.4	4.3	1.4	3.6	6.5	1.0	4.2	7.2	87.7
SORRISI E CANZONI TV.....	100.0	11.8	9.7	5.8	3.8	4.2	1.7	3.8	5.9	1.0	4.3	6.4	88.2
STARTER.....	100.0	12.3	10.2	6.7	4.5	4.1	1.5	3.9	6.3	1.4	3.9	7.0	87.7
STOP.....	100.0	11.7	9.6	5.6	3.4	4.4	1.8	4.0	5.6	1.3	4.6	5.8	88.3
TELESETTE.....	100.0	11.7	9.4	5.4	3.6	4.2	1.6	3.6	5.8	1.1	4.3	6.3	88.3
TOPOLINO.....	100.0	12.9	10.7	6.4	4.2	4.7	1.9	4.2	6.5	1.1	4.8	7.0	87.1

Lettori ultimo periodo
analisi secondo: ● consumo di sughi pronti

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	10.1	8.2	4.9	3.1	3.5	1.5	3.3	4.8	1.1	3.9	5.1	89.9
MENSILI	100.0	12.0	10.1	5.8	3.6	4.2	2.3	4.3	5.8	1.4	5.0	5.7	88.0
ABITARE.....	100.0	11.4	9.3	5.9	3.6	4.2	1.4	3.4	5.9	1.2	5.1	5.1	88.6
AD.....	100.0	11.5	9.1	5.6	3.9	4.0	1.2	3.3	5.8	1.3	4.8	5.4	88.5
AIRONE.....	100.0	13.1	10.8	6.6	4.0	4.9	1.9	4.1	6.7	1.4	5.6	6.2	86.9
ALTA FEDELTA'.....	100.0	11.5	9.3	5.7	3.7	4.0	1.6	3.5	5.8	.9	3.8	6.8	88.5
ASTRA.....	100.0	12.2	9.8	5.8	4.1	4.0	1.7	3.6	6.1	1.2	4.5	6.4	87.8
ATLANTE.....	100.0	11.9	9.9	5.8	3.7	4.4	1.7	3.6	6.2	1.3	4.9	5.7	88.1
AUTO CAPITAL.....	100.0	14.4	11.9	7.2	5.0	4.9	2.1	3.9	8.0	1.5	5.0	7.9	85.6
L'AUTOMOBILE.....	100.0	11.2	9.3	5.5	3.4	4.1	1.8	3.8	5.5	1.2	4.4	5.6	88.8
BENISSIMO.....	100.0	12.6	10.5	6.1	4.1	4.7	1.7	4.0	6.5	1.1	4.4	7.1	87.4
BRAVA CASA.....	100.0	10.4	8.3	5.0	3.4	3.5	1.4	3.2	5.1	1.3	4.3	4.9	89.6
CAPITAL.....	100.0	12.1	10.1	6.4	4.0	4.2	1.8	3.5	6.5	1.4	4.9	5.9	87.9
CASAVIVA.....	100.0	10.6	8.6	5.2	3.3	3.7	1.6	3.4	5.2	1.3	4.6	4.7	89.4
100 COSE.....	100.0	13.9	11.8	7.3	4.9	4.9	1.9	4.1	7.7	1.0	4.9	8.0	86.1
CONSIGLI PRATICI.....	100.0	12.7	11.4	5.6	3.0	5.4	3.0	3.9	7.5	1.9	4.3	6.6	87.3
CORTO MALTESE.....	100.0	13.9	11.1	6.2	4.1	4.8	2.1	4.0	7.0	2.3	5.3	6.4	86.1
COSMOPOLITAN.....	100.0	12.9	10.7	6.6	4.4	4.4	1.8	3.9	6.7	1.4	4.8	6.8	87.1
LA CUCINA ITALIANA.....	100.0	10.4	8.6	5.2	3.1	3.8	1.7	3.6	5.0	1.4	4.0	5.0	89.6
DONNAPIU'.....	100.0	11.9	9.8	5.9	3.7	4.4	1.7	3.6	6.2	1.3	4.9	5.7	88.1
ESPANSIONE.....	100.0	9.2	7.6	5.5	3.9	2.7	1.0	2.1	5.5	.7	4.6	3.9	90.8
FOTOGRAFARE.....	100.0	11.3	9.2	5.3	3.5	4.0	1.6	3.5	5.7	1.2	4.6	5.5	88.7
GARDENIA.....	100.0	10.3	8.0	4.9	3.0	3.2	1.9	2.5	5.5	1.3	3.9	5.1	89.7
GENTE MONEY.....	100.0	11.3	9.4	5.9	3.8	4.1	1.5	3.4	6.0	1.1	4.8	5.4	88.7
GENTE MOTORI.....	100.0	12.4	10.3	6.2	3.9	4.5	1.9	4.0	6.3	1.2	4.7	6.5	87.6
GENTE VIAGGI.....	100.0	12.9	10.7	6.3	4.1	4.7	1.9	3.8	6.9	1.3	5.2	6.5	87.1
GIOIELLI.....	100.0	10.9	9.0	5.5	3.6	3.8	1.6	3.5	5.4	1.0	4.1	5.7	89.1
INSIEME.....	100.0	11.9	9.8	5.8	3.4	4.8	1.5	3.5	6.3	1.2	5.4	5.3	88.1
JESUS.....	100.0	11.6	9.7	5.5	3.5	4.2	2.0	3.6	6.0	1.5	3.9	6.3	88.4
LEI.....	100.0	13.6	11.4	6.9	4.8	4.8	1.8	3.8	7.6	1.1	5.0	7.5	86.4
LINUS.....	100.0	14.2	11.5	6.7	4.4	5.0	2.0	4.1	7.4	1.4	5.7	7.1	85.8
MADRE.....	100.0	11.5	9.3	5.3	3.3	3.7	2.2	3.3	6.0	1.4	4.7	5.4	88.5
MANI DI FATA.....	100.0	10.1	8.0	4.7	3.0	3.5	1.5	3.1	4.9	1.1	4.1	4.9	89.9
MAX.....	100.0	16.3	13.3	7.8	5.8	5.5	2.0	4.2	9.1	1.5	5.5	9.4	83.7
MESSAGGERO DI S.ANTONIO.....	100.0	9.8	8.1	5.0	3.1	3.2	1.7	3.5	4.6	1.1	4.1	4.6	90.2
LA MIA CASA.....	100.0	10.7	8.4	5.3	3.5	3.2	1.7	3.1	5.3	1.2	4.5	5.0	89.3
MILLEIDEE.....	100.0	11.3	9.3	5.6	3.5	4.1	1.7	3.7	5.6	1.1	4.3	5.9	88.7
MODA.....	100.0	12.1	10.1	6.1	4.0	4.3	1.7	3.8	6.2	1.1	4.5	6.6	87.9
MOTOCICLISMO.....	100.0	13.1	11.0	6.6	4.4	4.7	2.0	4.2	6.8	1.2	4.5	7.5	86.9
MUSIC.....	100.0	14.4	12.0	6.9	5.0	5.2	1.8	4.2	7.8	1.3	3.9	9.3	85.6
NATURA OGGI.....	100.0	12.6	10.4	6.0	3.6	4.9	1.9	4.1	6.2	1.2	5.6	5.8	87.4
PESCARRE.....	100.0	10.9	8.7	4.9	3.0	3.8	1.9	3.1	5.6	1.0	4.5	5.4	89.1
PHOTO ITALIANA.....	100.0	12.6	10.4	6.1	4.1	4.8	1.5	4.3	6.1	1.6	4.5	6.5	87.4
IL PIACERE.....	100.0	13.3	10.9	6.3	4.4	4.6	1.9	3.6	7.3	1.2	5.4	6.7	86.7
PLAYMEN.....	100.0	11.4	9.4	5.6	3.6	4.0	1.7	3.8	5.5	1.3	4.3	5.8	88.6
PM.....	100.0	12.6	10.3	6.3	4.2	4.5	1.6	3.7	6.6	1.3	5.1	6.3	87.4
QUATTORRUOTE.....	100.0	11.5	9.5	5.7	3.6	4.1	1.8	3.6	5.8	1.1	4.4	6.0	88.5
QUI TOURING.....	100.0	12.4	10.4	6.7	4.0	4.8	1.6	3.8	6.5	1.4	5.4	5.6	87.6
RAKAM.....	100.0	10.1	8.2	5.2	3.1	3.4	1.7	3.4	4.8	1.2	4.0	4.9	89.9
ROCKSTAR.....	100.0	14.8	12.3	7.7	5.5	4.8	1.9	4.1	8.2	1.2	4.5	9.2	85.2
SALVE.....	100.0	11.5	9.4	5.6	3.6	4.1	1.7	3.5	5.9	1.2	4.6	5.6	88.5
SCIENZA 2000.....	100.0	9.5	7.1	3.8	2.7	2.9	1.5	2.3	4.8	1.2	3.3	4.9	90.5
SCIENZA E VITA NUOVA.....	100.0	14.0	11.8	7.2	4.5	5.1	2.2	4.4	7.4	1.5	5.4	7.1	86.0
LE SCIENZE.....	100.0	12.6	10.0	6.0	3.7	4.5	1.8	3.2	6.8	1.5	5.3	5.8	87.4
SELEZIONE DAL R.DIGEST.....	100.0	11.3	9.3	5.6	3.5	3.9	1.9	3.8	5.6	1.3	4.3	5.7	88.7
STARBENE.....	100.0	11.5	9.3	5.4	3.5	4.0	1.8	3.7	5.6	1.4	4.5	5.5	88.5
STORIA ILLUSTRATA.....	100.0	11.6	9.6	5.7	3.3	4.8	1.5	4.1	5.5	1.4	4.8	5.3	88.4
SUPER GOL.....	100.0	12.4	10.1	5.8	3.8	4.4	1.9	3.7	6.4	1.1	4.0	7.2	87.6
IL TENNIS ITALIANO.....	100.0	12.3	10.1	6.4	4.5	4.0	1.5	3.6	6.6	1.2	4.3	6.8	87.7
TUTTO CUCINA.....	100.0	10.8	8.6	4.8	3.1	3.7	1.8	3.5	5.1	1.4	4.3	5.1	89.2
TUTTO MAGLIA.....	100.0	12.0	9.6	5.6	3.9	4.1	1.6	3.7	5.8	1.4	4.1	6.5	88.0
TUTTO MOTO.....	100.0	12.8	10.7	6.4	4.3	4.7	1.7	4.0	6.7	1.0	4.4	7.5	87.2
TUTTO MUSICA & SPETTACOLO.....	100.0	13.6	11.4	6.8	4.6	5.0	1.7	4.2	7.2	.9	4.1	8.6	86.4
TUTTO TURISMO.....	100.0	11.8	9.8	5.9	3.9	4.3	1.7	3.6	6.2	1.1	4.8	6.0	88.2
TUTTO UNCINETTO.....	100.0	10.9	8.8	5.1	3.3	3.9	1.6	3.7	5.0	1.1	4.0	5.7	89.1
VELA E MOTORE.....	100.0	10.3	8.3	5.0	3.4	3.5	1.5	3.5	4.8	1.3	3.8	5.1	89.7
VITAL.....	100.0	16.4	13.8	7.7	6.0	5.8	1.9	4.4	9.4	1.6	6.0	8.9	83.6
WEEKEND.....	100.0	13.5	11.2	7.0	5.4	4.4	1.4	2.9	8.3	1.0	5.3	7.1	86.5
ZOOM.....	100.0	11.4	8.8	5.4	3.9	3.5	1.4	2.8	6.0	1.2	4.1	6.1	88.6
DIANA (Quindicinale).....	100.0	9.6	7.6	4.3	2.7	3.1	1.8	2.7	4.9	1.1	3.6	4.8	90.4

Donne

Lettori ultimo periodo

analisi secondo: ● consumo di sughi pronti

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso lo	deciso insieme	decidono altri	
TOTALE	100.0	8.9	7.6	4.5	2.6	3.6	1.4	4.7	2.8	4.4	2.4	2.1	91.1
PERIODICI	100.0	9.9	8.6	5.0	2.9	4.0	1.7	5.3	3.4	4.8	2.8	2.3	90.1
SETTIMANALI	100.0	10.1	8.7	5.2	3.0	4.0	1.7	5.3	3.4	4.8	2.8	2.4	89.9
ALBO BLITZ.....	100.0	11.3	9.8	5.6	3.7	3.9	2.1	5.5	4.2	4.2	3.8	3.3	88.7
AMICA.....	100.0	11.2	9.8	5.4	3.1	4.5	2.1	5.6	4.1	4.9	3.2	3.1	88.8
ANNA.....	100.0	10.9	9.5	5.4	3.1	4.3	2.0	5.6	3.9	4.9	3.1	2.8	89.1
AUTOSPRINT.....	100.0	12.1	10.5	6.0	3.5	4.6	2.3	6.0	4.4	4.7	4.0	3.5	87.9
BELLA.....	100.0	10.6	9.2	5.4	3.1	4.4	1.8	5.6	3.6	5.0	3.0	2.7	89.4
CIAO 2001.....	100.0	14.8	13.5	8.2	5.2	5.7	2.6	5.4	8.1	2.3	4.6	7.9	85.2
CONFIDENZE.....	100.0	10.0	8.5	5.0	2.9	4.0	1.7	5.2	3.3	4.7	3.0	2.4	90.0
DOLLY.....	100.0	14.2	12.3	7.5	4.8	4.8	2.7	5.2	7.1	1.9	5.7	6.6	85.8
DOMENICA DEL CORRIERE.....	100.0	9.1	7.8	4.4	2.5	3.8	1.5	4.8	2.9	4.5	2.5	2.1	90.9
DOMENICA QUIZ.....	100.0	10.8	9.3	5.7	3.2	4.3	1.7	5.3	3.9	4.8	3.1	2.9	89.2
EPOCA.....	100.0	9.9	8.7	4.7	2.7	4.1	1.9	5.2	3.4	4.7	2.8	2.4	90.1
L'ESPRESSO.....	100.0	10.6	9.4	5.0	2.9	4.4	2.2	5.4	4.0	4.9	3.0	2.8	89.4
EUROPEO.....	100.0	10.1	9.0	4.6	2.8	4.1	2.1	5.3	3.7	5.1	2.7	2.3	89.9
EVA EXPRESS.....	100.0	10.8	9.4	5.5	3.3	4.1	2.0	5.6	3.8	4.8	3.3	2.8	89.2
FAMIGLIA CRISTIANA.....	100.0	9.7	8.4	4.9	2.7	4.2	1.5	5.2	3.2	4.8	2.5	2.4	90.3
GENTE.....	100.0	9.7	8.4	4.7	2.7	3.9	1.8	5.1	3.2	4.7	2.7	2.3	90.3
GIOIA.....	100.0	10.9	9.4	5.5	3.2	4.3	1.9	5.4	4.0	4.6	3.2	3.0	89.1
IL GIORNALINO.....	100.0	12.5	10.8	6.6	3.6	5.2	2.0	5.9	4.9	4.8	3.9	3.8	87.5
GRAND HOTEL.....	100.0	10.3	8.8	5.3	3.1	3.9	1.8	5.3	3.4	4.5	3.3	2.6	89.7
GRAZIA.....	100.0	11.0	9.7	5.5	3.1	4.5	2.1	5.6	4.1	4.7	3.2	3.1	89.0
GUERIN SPORTIVO.....	100.0	12.5	10.6	6.1	3.6	4.7	2.3	5.1	5.5	3.2	4.5	4.9	87.5
GUIDA CUCINA.....	100.0	10.4	8.9	5.3	3.1	4.0	1.9	5.5	3.4	5.0	2.9	2.5	89.6
GUIDA TV.....	100.0	10.9	9.3	5.5	3.2	4.2	1.9	5.4	4.0	4.4	3.4	3.0	89.1
INTIMITA'.....	100.0	10.1	8.6	5.1	2.8	4.1	1.7	5.5	3.1	5.0	2.9	2.2	89.9
INTREPIDO.....	100.0	10.7	9.3	5.6	3.5	4.1	1.7	5.3	3.9	4.2	3.3	3.2	89.3
IL MONDO.....	100.0	12.8	11.5	5.7	3.4	5.4	2.7	6.4	5.0	6.3	3.4	3.1	87.2
MONDO ECONOMICO.....	100.0	12.5	10.8	5.6	3.3	5.1	2.5	5.7	5.1	5.1	3.3	4.0	87.5
IL MONELLO.....	100.0	11.2	9.7	5.9	3.6	4.3	1.8	5.2	4.6	3.9	3.4	3.8	88.8
NOVELLA 2000.....	100.0	11.1	9.5	5.8	3.5	4.1	1.9	5.8	3.8	4.8	3.5	2.9	88.9
OGGI.....	100.0	9.9	8.6	4.9	2.7	4.1	1.8	5.3	3.3	4.8	2.8	2.3	90.1
ONDA TV.....	100.0	11.6	10.1	6.2	3.7	4.5	1.9	5.7	4.4	4.6	3.6	3.4	88.4
PANORAMA.....	100.0	10.9	9.7	5.1	3.0	4.5	2.2	5.5	4.2	4.8	3.1	2.9	89.1
RADIOCORRIERE TV.....	100.0	9.9	8.5	4.9	2.8	4.0	1.7	5.0	3.5	4.6	2.8	2.6	90.1
RAGAZZA IN.....	100.0	14.7	13.1	8.3	5.1	5.5	2.6	5.5	7.6	2.4	5.3	7.0	85.3
ROMBO.....	100.0	13.8	12.3	7.2	4.4	5.4	2.5	5.7	6.6	3.0	4.6	6.2	86.2
SORRISI E CANZONI TV.....	100.0	11.0	9.4	5.7	3.3	4.2	1.9	5.3	4.1	4.2	3.5	3.2	89.0
STARTER.....	100.0	11.6	10.3	6.3	4.0	4.4	1.9	5.8	4.5	3.7	3.9	4.0	88.4
STOP.....	100.0	9.7	8.3	5.1	2.7	4.0	1.6	5.2	3.1	4.6	2.8	2.2	90.3
TELESETTE.....	100.0	10.9	9.2	5.5	3.1	4.2	1.9	5.3	4.0	4.4	3.4	3.1	89.1
TOPOLINO.....	100.0	11.9	10.4	6.1	3.5	4.7	2.2	5.6	4.9	4.3	3.8	3.8	88.1

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● consumo di sughi pronti

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso lo	deciso insieme	decidono altri	
TOTALE	100.0	7.8	6.5	3.8	2.1	3.1	1.3	5.2	1.3	5.9	1.4	.5	92.2
PERIODICI	100.0	8.7	7.2	4.2	2.2	3.4	1.6	5.8	1.4	6.7	1.6	.3	91.3
SETTIMANALI	100.0	8.5	7.1	4.2	2.2	3.3	1.6	5.7	1.4	6.7	1.5	.3	91.5
ALBO BLITZ.....	100.0	10.6	7.2	4.0	2.7	3.0	1.5	5.9	1.3	7.4	2.1	1.0	89.4
AMICA.....	100.0	9.2	7.9	4.2	2.1	3.7	2.1	6.4	1.5	7.2	1.6	.5	90.8
ANNA.....	100.0	9.0	7.6	4.3	2.2	3.6	1.9	6.3	1.4	7.0	1.6	.4	91.0
AUTOSPRINT.....	100.0	10.5	8.0	4.2	2.2	3.4	2.4	6.6	1.4	8.0	1.9	.6	89.5
BELLA.....	100.0	8.6	7.2	4.1	2.1	3.5	1.5	5.9	1.3	6.6	1.6	.4	91.4
CIAO 2001.....	100.0	10.4	8.2	4.4	2.6	3.7	1.9	6.5	1.7	8.1	1.3	1.1	89.6
CONFIDENZE.....	100.0	8.3	6.8	3.9	2.1	3.3	1.4	5.5	1.3	6.2	1.7	.4	91.7
DOLLY.....	100.0	10.2	8.6	4.9	2.6	3.5	2.5	7.0	1.7	7.2	2.4	.7	89.8
DOMENICA DEL CORRIERE.....	100.0	7.9	6.5	3.6	1.8	3.2	1.5	5.2	1.3	6.0	1.4	.5	92.1
DOMENICA QUIZ.....	100.0	9.4	7.4	4.2	2.2	3.6	1.6	6.0	1.4	7.0	1.6	.8	90.6
EPOCA.....	100.0	8.5	7.1	3.5	1.8	3.6	1.8	5.8	1.4	6.5	1.5	.5	91.5
L'ESPRESSO.....	100.0	9.2	7.8	3.8	2.0	3.8	2.0	6.1	1.7	7.3	1.4	.5	90.8
EUROPEO.....	100.0	9.0	7.6	3.5	2.0	3.6	2.0	5.9	1.7	7.1	1.3	.6	91.0
EVA EXPRESS.....	100.0	8.8	7.3	4.2	2.3	3.3	1.8	6.0	1.4	6.6	1.8	.4	91.2
FAMIGLIA CRISTIANA.....	100.0	8.1	6.7	4.0	1.9	3.4	1.4	5.5	1.2	6.3	1.4	.4	91.9
GENTE.....	100.0	8.2	6.8	3.7	2.0	3.3	1.6	5.5	1.3	6.3	1.5	.4	91.8
GIOIA.....	100.0	8.8	7.4	4.1	2.1	3.6	1.8	6.0	1.4	6.8	1.5	.5	91.2
IL GIORNALINO.....	100.0	8.7	7.1	4.1	2.0	3.3	1.8	5.5	1.6	6.8	1.3	.6	91.3
GRAND HOTEL.....	100.0	8.6	7.1	4.2	2.3	3.3	1.5	5.8	1.3	6.2	1.9	.4	91.4
GRAZIA.....	100.0	8.9	7.7	4.2	2.1	3.7	1.9	6.3	1.4	7.0	1.6	.4	91.1
GUERIN SPORTIVO.....	100.0	10.1	7.2	3.9	2.5	2.8	1.9	5.6	1.6	6.6	2.7	.8	89.9
GUIDA CUCINA.....	100.0	9.0	7.5	4.2	2.3	3.5	1.8	6.1	1.4	6.9	1.6	.4	91.0
GUIDA TV.....	100.0	8.7	7.1	4.1	2.2	3.3	1.5	5.7	1.4	6.4	1.7	.5	91.3
INTIMITA'.....	100.0	8.4	6.9	4.0	2.1	3.4	1.4	5.7	1.3	6.4	1.7	.4	91.6
INTREPIDO.....	100.0	9.6	7.5	4.5	2.7	3.2	1.6	6.1	1.4	6.9	2.0	.7	90.4
IL MONDO.....	100.0	10.6	9.0	4.0	2.1	4.7	2.2	7.4	1.7	8.8	1.3	.6	89.4
MONDO ECONOMICO.....	100.0	9.8	7.6	3.7	2.1	3.7	1.9	6.2	1.5	8.1	1.3	.4	90.2
IL MONELLO.....	100.0	9.1	7.3	4.2	2.5	3.4	1.4	6.0	1.3	6.8	1.8	.5	90.9
NOVELLA 2000.....	100.0	8.9	7.4	4.4	2.5	3.3	1.6	6.2	1.2	6.7	1.8	.5	91.1
OGGI.....	100.0	8.4	7.0	3.9	2.0	3.4	1.6	5.7	1.3	6.4	1.5	.4	91.6
ONDA TV.....	100.0	9.2	7.6	4.6	2.7	3.4	1.5	6.2	1.4	6.9	1.9	.5	90.8
PANORAMA.....	100.0	9.3	7.9	3.9	2.0	3.9	2.0	6.2	1.7	7.3	1.5	.5	90.7
RADIOCORRIERE TV.....	100.0	8.2	6.8	3.6	2.0	3.3	1.5	5.4	1.4	6.4	1.4	.4	91.8
RAGAZZA IN.....	100.0	9.5	8.0	4.7	2.7	3.5	1.9	6.6	1.4	7.0	2.1	.4	90.5
ROMBO.....	100.0	9.7	7.4	3.8	1.7	3.2	2.5	6.3	1.0	8.1	.8	.8	90.3
SORRISI E CANZONI TV.....	100.0	8.8	7.3	4.3	2.3	3.4	1.6	5.9	1.4	6.5	1.8	.5	91.2
STARTER.....	100.0	12.0	8.9	6.1	3.1	3.5	2.3	8.0	.9	8.0	1.6	2.3	88.0
STOP.....	100.0	7.9	6.5	3.9	1.9	3.3	1.3	5.3	1.2	5.9	1.6	.4	92.1
TELESETTE.....	100.0	8.9	7.3	4.2	2.2	3.4	1.6	5.8	1.5	6.5	1.9	.5	91.1
TOPOLINO.....	100.0	9.3	7.7	4.3	2.2	3.7	1.8	6.2	1.5	6.9	1.9	.5	90.7

Adulti

Lettori ultimo periodo

analisi secondo: ● consumo di yogurt

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso to	deciso insieme	decidono altri	
TOTALE	100.0	50.0	45.0	34.6	31.1	11.0	2.9	27.9	17.1	18.2	16.7	15.1	50.0
PERIODICI	100.0	57.9	52.6	41.4	37.6	12.3	2.8	33.5	19.2	21.3	19.8	16.8	42.1
SETTIMANALI	100.0	58.4	53.3	42.0	38.1	12.4	2.8	34.1	19.2	21.6	20.0	16.8	41.6
ALBO BLITZ.....	100.0	53.9	48.2	36.5	32.6	12.5	3.2	22.2	26.0	10.5	19.3	24.1	46.1
AMICA.....	100.0	62.4	57.0	44.5	40.0	13.7	3.4	40.8	16.2	29.6	20.3	12.5	37.6
ANNA.....	100.0	61.6	56.1	43.7	39.4	13.3	3.4	41.2	14.9	30.5	19.6	11.5	38.4
AUTOSPRINT.....	100.0	57.2	52.0	40.5	36.3	12.6	3.1	25.2	26.8	12.0	21.4	23.7	42.8
BELLA.....	100.0	62.1	56.8	44.6	40.3	12.9	3.6	43.0	13.7	32.6	18.7	10.8	37.9
CIAO 2001.....	100.0	60.6	55.3	40.6	35.9	15.5	3.9	28.1	27.2	15.7	22.5	22.4	39.4
CONFIDENZE.....	100.0	58.6	53.1	41.3	37.3	12.4	3.5	39.3	13.8	30.0	17.5	11.2	41.4
DOLLY.....	100.0	61.7	55.3	38.5	34.0	17.0	4.3	31.8	23.5	19.5	23.4	18.8	38.3
DOMENICA DEL CORRIERE.....	100.0	53.6	48.9	38.7	35.3	11.0	2.7	28.1	20.9	15.5	19.1	18.9	46.4
DOMENICA QUIZ.....	100.0	59.0	53.6	41.8	37.1	12.9	3.6	32.7	20.9	19.4	20.8	18.7	41.0
EPOCA.....	100.0	57.2	52.2	41.0	37.4	11.7	3.0	30.4	21.8	16.8	21.1	19.2	42.8
L'ESPRESSO.....	100.0	60.2	54.8	42.8	38.4	13.2	3.2	31.3	23.5	17.3	22.8	20.0	39.8
EUROPEO.....	100.0	57.2	52.1	40.8	36.8	12.3	3.0	28.7	23.4	15.2	21.6	20.5	42.8
EVA EXPRESS.....	100.0	59.4	54.1	42.6	38.1	12.7	3.3	37.3	16.7	27.0	18.5	13.9	40.6
FAMIGLIA CRISTIANA.....	100.0	54.3	49.5	38.8	35.4	11.2	2.8	30.8	18.7	19.2	18.5	16.6	45.7
GENTE.....	100.0	57.0	51.9	40.6	36.6	12.1	3.1	34.0	17.9	23.0	18.8	15.1	43.0
GIOIA.....	100.0	60.7	55.2	42.7	38.3	13.4	3.5	39.2	16.1	28.4	19.6	12.8	39.3
IL GIORNALINO.....	100.0	65.0	59.6	46.9	42.9	13.2	3.5	37.8	21.9	23.2	22.8	19.1	35.0
GRAND HOTEL.....	100.0	54.9	49.5	38.1	34.1	12.2	3.3	32.5	17.1	22.5	17.4	15.0	45.1
GRAZIA.....	100.0	61.9	56.4	43.9	39.6	13.4	3.4	39.9	16.5	28.8	20.4	12.7	38.1
GUERIN SPORTIVO.....	100.0	58.0	52.8	40.4	37.0	12.3	3.4	23.5	29.3	10.1	21.4	26.5	42.0
GUIDA CUCINA.....	100.0	62.1	56.4	44.2	39.5	13.2	3.6	41.3	15.1	31.1	18.9	12.2	37.9
GUIDA TV.....	100.0	56.5	51.3	39.7	35.6	12.4	3.2	30.9	20.4	19.2	19.4	17.9	43.5
INTIMITA'.....	100.0	58.7	53.5	41.9	37.8	12.3	3.5	39.8	13.7	30.2	17.4	11.2	41.3
INTREPIDO.....	100.0	56.7	51.1	38.9	34.9	12.8	3.4	25.2	25.8	13.3	19.7	23.6	43.3
IL MONDO.....	100.0	63.1	58.7	46.8	43.2	12.6	2.9	32.8	26.0	15.1	26.2	21.8	36.9
MONDO ECONOMICO.....	100.0	59.6	55.4	44.1	40.6	12.2	2.6	29.3	26.1	13.1	24.0	22.6	40.4
IL MONELLO.....	100.0	58.7	53.2	41.1	36.9	13.0	3.4	27.9	25.3	15.5	20.5	22.7	41.3
NOVELLA 2000.....	100.0	58.6	53.4	41.9	37.5	12.7	3.3	35.9	17.5	25.0	18.7	14.9	41.4
OGGI.....	100.0	57.7	52.6	41.4	37.4	12.1	3.1	33.9	18.7	22.1	19.5	16.0	42.3
ONDA TV.....	100.0	57.5	52.0	40.0	36.1	12.7	3.2	32.0	20.0	20.9	19.1	17.5	42.5
PANORAMA.....	100.0	60.9	55.6	43.6	39.2	13.2	3.1	31.7	23.9	17.7	23.0	20.2	39.1
RADIOCORRIERE TV.....	100.0	55.4	50.0	38.5	34.5	12.4	3.2	29.2	20.8	17.8	19.5	18.1	44.6
RAGAZZA IN.....	100.0	63.2	57.0	40.8	36.3	16.1	4.5	33.3	23.7	20.6	23.3	19.3	36.8
ROMBO.....	100.0	57.4	51.6	39.6	34.8	13.5	3.2	22.6	29.0	9.6	22.1	25.7	42.6
SORRISI E CANZONI TV.....	100.0	58.0	52.5	40.4	36.3	12.8	3.3	32.0	20.5	20.6	19.7	17.7	42.0
STARTER.....	100.0	53.1	47.8	36.1	31.8	13.0	3.0	20.1	27.6	9.9	18.8	24.4	46.9
STOP.....	100.0	54.1	49.4	38.9	34.9	11.5	3.0	33.3	16.1	23.0	17.2	13.9	45.9
TELESETTE.....	100.0	56.9	51.3	39.6	35.3	12.8	3.2	30.4	20.9	19.1	19.5	18.3	43.1
TOPOLINO.....	100.0	63.5	57.8	44.8	40.1	13.9	3.8	34.2	23.6	20.5	22.4	20.6	36.5

Lettori ultimo periodo

analisi secondo: ● consumo di yogurt

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	47.4	42.6	32.9	30.0	10.3	2.4	17.9	24.7	5.4	18.7	23.3	52.6
PERIODICI	100.0	55.0	49.9	39.6	36.1	11.3	2.5	22.3	27.6	6.9	21.9	26.2	45.0
SETTIMANALI	100.0	55.3	50.2	39.9	36.3	11.4	2.5	22.6	27.6	6.9	22.2	26.3	44.7
ALBO BLITZ.....	100.0	52.6	47.0	35.4	31.7	12.2	3.1	19.6	27.4	7.5	19.5	25.7	47.4
AMICA.....	100.0	55.4	50.8	40.1	36.5	11.5	2.9	22.7	28.2	7.7	22.1	25.6	44.6
ANNA.....	100.0	54.8	50.3	39.7	36.2	11.2	2.9	22.5	27.8	7.3	22.1	25.4	45.2
AUTOSPRINT.....	100.0	55.9	50.8	39.6	35.5	12.3	3.0	21.5	29.3	7.8	21.8	26.3	44.1
BELLA.....	100.0	53.7	49.0	38.6	35.5	10.9	2.6	21.4	27.7	6.2	21.8	25.8	46.3
CIAO 2001.....	100.0	56.4	51.6	39.2	35.2	13.1	3.3	20.7	30.9	9.5	20.0	26.8	43.6
CONFIDENZE.....	100.0	51.6	46.6	36.2	33.5	10.4	2.7	19.9	26.7	5.6	20.6	25.3	48.4
DOLLY.....	100.0	54.7	49.5	35.4	32.2	13.4	3.9	19.6	29.9	9.5	17.7	27.6	45.3
DOMENICA DEL CORRIERE.....	100.0	51.6	47.3	37.4	34.3	10.5	2.5	20.6	26.7	5.3	21.1	25.3	48.4
DOMENICA QUIZ.....	100.0	54.9	49.7	39.1	34.5	11.7	3.5	22.9	26.8	7.2	22.4	25.4	45.1
EPOCA.....	100.0	54.1	49.6	39.2	36.0	10.7	2.9	22.2	27.4	6.0	22.3	25.8	45.9
L'ESPRESSO.....	100.0	57.1	52.2	41.2	37.1	12.1	3.0	23.8	28.4	8.1	23.4	25.6	42.9
EUROPEO.....	100.0	55.0	50.3	39.6	35.8	11.6	2.9	22.8	27.5	7.6	22.3	25.1	45.0
EVA EXPRESS.....	100.0	55.2	50.3	40.0	36.0	11.5	2.9	22.0	28.4	7.0	21.9	26.3	44.8
FAMIGLIA CRISTIANA.....	100.0	51.4	46.9	36.9	34.3	10.5	2.1	19.8	27.1	5.5	20.5	25.4	48.6
GENTE.....	100.0	53.0	48.5	38.1	34.6	11.1	2.8	21.3	27.2	6.6	21.2	25.2	47.0
GIOIA.....	100.0	54.5	49.6	38.9	35.5	11.3	2.8	21.2	28.4	6.8	21.3	26.4	45.5
IL GIORNALINO.....	100.0	60.5	55.3	44.1	40.7	11.7	2.9	24.0	31.3	7.6	23.5	29.4	39.5
GRAND HOTEL.....	100.0	50.0	45.0	34.5	31.2	11.0	2.7	18.9	26.1	5.7	19.5	24.8	50.0
GRAZIA.....	100.0	54.7	50.4	39.4	36.3	11.3	2.8	22.2	28.2	7.2	21.9	25.6	45.3
GUERIN SPORTIVO.....	100.0	57.1	51.9	39.9	36.7	11.9	3.4	21.4	30.5	7.7	21.2	28.1	42.9
GUIDA CUCINA.....	100.0	56.9	51.7	40.8	36.5	12.0	3.2	23.7	28.0	7.3	23.0	26.6	43.1
GUIDA TV.....	100.0	52.9	47.8	37.2	33.5	11.4	2.9	20.8	27.0	6.7	20.8	25.3	47.1
INTIMITA'.....	100.0	53.5	48.7	38.4	35.2	10.8	2.7	21.5	27.3	6.1	21.7	25.7	46.5
INTREPIDO.....	100.0	54.8	49.2	37.4	33.8	12.2	3.2	20.3	28.9	7.6	20.1	27.1	45.2
IL MONDO.....	100.0	60.9	56.8	45.3	42.0	12.1	2.7	28.0	28.8	9.7	26.4	24.9	39.1
MONDO ECONOMICO.....	100.0	57.7	53.7	43.2	39.9	11.3	2.4	25.1	28.6	8.2	24.1	25.4	42.3
IL MONELLO.....	100.0	56.1	50.8	39.3	35.5	12.1	3.2	21.1	29.7	7.3	21.0	27.8	43.9
NOVELLA 2000.....	100.0	54.0	49.2	38.7	34.9	11.5	2.8	21.0	28.2	6.4	21.4	26.1	46.0
OGGI.....	100.0	53.6	49.0	38.7	35.3	11.1	2.6	21.3	27.7	6.1	21.7	25.7	46.4
ONDA TV.....	100.0	53.5	48.2	37.5	34.3	11.4	2.6	21.2	27.1	7.3	20.7	25.6	46.5
PANORAMA.....	100.0	58.1	53.3	42.3	38.1	12.2	3.0	24.0	29.2	8.2	23.7	26.1	41.9
RADIOCORRIERE TV.....	100.0	52.5	47.6	36.7	33.1	11.5	3.0	20.4	27.2	6.8	20.8	25.0	47.5
RAGAZZA IN.....	100.0	57.3	51.7	38.6	35.2	13.2	3.4	21.3	30.4	9.2	19.2	28.9	42.7
ROMBO.....	100.0	56.9	51.1	39.4	34.7	13.3	3.1	21.3	29.8	8.3	21.9	26.6	43.1
SORRISI E CANZONI TV.....	100.0	54.4	49.2	38.1	34.6	11.7	3.0	20.4	28.8	6.6	21.0	26.8	45.6
STARTER.....	100.0	52.1	46.8	35.3	31.1	12.8	2.9	18.2	28.6	7.9	18.8	25.5	47.9
STOP.....	100.0	50.9	46.4	36.5	33.3	10.5	2.5	20.1	26.3	5.6	20.8	24.4	49.1
TELESETTE.....	100.0	53.7	48.4	37.4	33.4	12.0	3.0	20.9	27.5	7.3	20.9	25.5	46.3
TOPOLINO.....	100.0	59.8	54.5	42.6	38.2	12.8	3.5	23.4	31.0	7.9	23.0	28.9	40.2

Donne

Lettori ultimo periodo

analisi secondo: ● consumo di yogurt

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso to	deciso insieme	decidono altri	
TOTALE	100.0	52.4	47.2	36.2	32.1	11.7	3.3	37.1	10.1	30.1	14.8	7.5	47.6
PERIODICI	100.0	60.7	55.1	43.1	38.9	13.1	3.1	43.9	11.3	34.7	17.9	8.1	39.3
SETTIMANALI	100.0	61.2	56.0	43.8	39.6	13.3	3.1	44.2	11.8	34.8	18.1	8.3	38.8
ALBO BLITZ.....	100.0	65.0	59.0	46.1	40.2	14.9	3.9	45.4	13.6	37.3	17.9	9.8	35.0
AMICA.....	100.0	64.2	58.6	45.6	40.8	14.2	3.5	45.4	13.1	35.2	19.8	9.1	35.8
ANNA.....	100.0	63.0	57.3	44.5	40.1	13.7	3.5	44.9	12.4	35.1	19.1	8.7	37.0
AUTOSPRINT.....	100.0	64.2	58.7	45.5	40.7	14.3	3.7	45.4	13.2	35.2	19.4	9.6	35.8
BELLA.....	100.0	63.5	58.0	45.6	41.1	13.2	3.7	46.6	11.5	36.9	18.2	8.4	36.5
CIAO 2001.....	100.0	65.3	59.5	42.1	36.8	18.3	4.5	36.6	23.0	22.7	25.4	17.3	34.7
CONFIDENZE.....	100.0	60.2	54.5	42.4	38.1	12.8	3.6	43.5	11.0	35.2	16.8	8.1	39.8
DOLLY.....	100.0	63.6	56.9	39.4	34.5	18.0	4.4	35.1	21.8	22.3	24.9	16.4	36.4
DOMENICA DEL CORRIERE.....	100.0	57.1	51.9	41.0	37.0	11.9	2.9	41.0	10.8	33.2	15.8	8.0	42.9
DOMENICA QUIZ.....	100.0	64.8	59.3	45.6	40.9	14.7	3.7	47.0	12.3	37.2	18.6	9.0	35.2
EPOCA.....	100.0	62.2	56.6	44.1	39.8	13.4	3.4	44.1	12.5	34.7	19.1	8.4	37.8
L'ESPRESSO.....	100.0	66.3	60.1	46.0	41.0	15.5	3.6	46.0	14.0	35.6	21.6	9.1	33.7
EUROPEO.....	100.0	63.3	57.2	44.2	39.7	14.3	3.2	44.9	12.3	35.8	19.6	7.9	36.7
EVA EXPRESS.....	100.0	61.2	55.7	43.7	39.1	13.2	3.4	44.0	11.7	35.7	17.0	8.5	38.8
FAMIGLIA CRISTIANA.....	100.0	56.9	51.8	40.5	36.5	11.8	3.5	40.6	11.1	31.5	16.7	8.7	43.1
GENTE.....	100.0	59.8	54.2	42.4	38.1	12.9	3.3	43.0	11.2	34.8	17.2	7.9	40.2
GIOIA.....	100.0	62.2	56.6	43.6	38.9	13.9	3.7	43.4	13.2	33.4	19.2	9.6	37.8
IL GIORNALINO.....	100.0	69.0	63.4	49.5	44.9	14.4	4.1	49.8	13.6	36.8	22.2	10.1	31.0
GRAND HOTEL.....	100.0	58.0	52.5	40.5	36.0	12.9	3.6	41.3	11.2	33.4	16.0	8.6	42.0
GRAZIA.....	100.0	63.7	58.0	45.1	40.5	14.0	3.5	44.6	13.5	34.5	20.0	9.3	36.3
GUERIN SPORTIVO.....	100.0	65.9	59.9	44.2	39.8	16.3	3.8	41.4	18.5	30.1	23.0	12.8	34.1
GUIDA CUCINA.....	100.0	63.6	57.7	45.1	40.4	13.6	3.7	46.2	11.5	37.7	17.7	8.2	36.4
GUIDA TV.....	100.0	60.8	55.3	42.6	38.2	13.6	3.6	42.7	12.6	33.8	17.8	9.3	39.2
INTIMITA'.....	100.0	60.0	54.7	42.8	38.4	12.6	3.7	44.4	10.3	36.2	16.3	7.6	40.0
INTREPIDO.....	100.0	64.5	58.5	44.8	39.4	15.0	4.1	45.1	13.3	36.6	18.4	9.5	35.5
IL MONDO.....	100.0	72.5	67.1	53.1	48.6	14.8	3.7	53.6	13.4	38.7	25.3	8.6	27.5
MONDO ECONOMICO.....	100.0	68.5	63.2	48.0	43.6	16.1	3.5	48.2	15.0	34.9	23.5	10.1	31.5
IL MONELLO.....	100.0	65.0	59.2	45.3	40.2	15.2	3.8	44.3	14.9	34.9	19.5	10.6	35.0
NOVELLA 2000.....	100.0	61.1	55.8	43.7	38.9	13.4	3.5	44.2	11.6	35.2	17.2	8.7	38.9
OGGI.....	100.0	61.0	55.5	43.5	39.1	13.0	3.4	44.1	11.4	35.1	17.8	8.1	39.0
ONDA TV.....	100.0	61.5	55.9	42.6	38.0	14.1	3.8	43.0	12.9	34.5	17.5	9.4	38.5
PANORAMA.....	100.0	65.9	59.9	46.0	41.4	15.1	3.4	45.7	14.2	35.0	21.7	9.2	34.1
RADIOCORRIERE TV.....	100.0	59.3	53.4	40.8	36.3	13.6	3.5	41.3	12.1	32.9	17.7	8.7	40.7
RAGAZZA IN.....	100.0	65.4	58.9	41.5	36.8	17.2	4.9	37.7	21.2	24.8	24.8	15.7	34.6
ROMBO.....	100.0	63.4	57.5	42.0	36.5	17.0	4.1	38.2	19.3	24.2	24.0	15.2	36.6
SORRISI E CANZONI TV.....	100.0	61.1	55.3	42.4	37.8	13.9	3.6	42.1	13.2	32.7	18.5	9.9	38.9
STARTER.....	100.0	66.4	61.1	47.3	41.3	16.1	3.7	46.7	14.4	37.7	19.2	9.5	33.6
STOP.....	100.0	56.0	51.1	40.2	35.8	12.0	3.3	40.9	10.3	33.0	15.2	7.8	44.0
TELESETTE.....	100.0	60.9	55.1	42.3	37.8	13.9	3.5	42.7	12.5	34.1	17.7	9.1	39.1
TOPOLINO.....	100.0	67.8	61.8	47.3	42.4	15.2	4.2	47.0	14.8	35.4	21.7	10.8	32.2

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● consumo di yogurt

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forli	medi	deboli	acquisto person.	non acquir.	deciso lo	deciso insieme	decidono altri	
TOTALE	100.0	48.7	44.1	34.7	31.2	9.9	3.1	39.3	4.9	34.2	11.1	3.5	51.3
PERIODICI	100.0	58.5	53.5	42.9	39.3	11.2	3.0	48.3	5.2	41.3	13.7	3.4	41.5
SETTIMANALI	100.0	58.6	54.0	43.3	39.9	11.2	2.9	48.7	5.3	41.4	13.6	3.6	41.4
ALBO BLITZ	100.0	55.6	52.0	41.5	36.0	12.0	3.9	45.7	6.3	38.1	12.5	5.0	44.4
AMICA	100.0	62.7	57.3	46.2	41.9	11.9	3.5	52.1	5.2	45.0	14.4	3.4	37.3
ANNA	100.0	61.3	55.8	44.7	40.8	11.6	3.4	50.6	5.2	43.9	14.1	3.4	38.7
AUTOSPRINT	100.0	57.1	53.0	42.8	37.9	11.8	3.3	47.7	5.4	39.2	13.7	4.1	42.9
BELLA	100.0	62.2	57.0	46.3	42.1	11.2	3.6	52.0	4.9	44.8	13.9	3.5	37.8
CIAO 2001	100.0	55.4	51.0	40.7	36.6	11.0	3.4	45.5	5.5	40.8	10.9	3.6	44.6
CONFIDENZE	100.0	58.3	53.0	42.5	38.5	11.0	3.6	48.1	5.0	42.0	12.7	3.6	41.7
DOLLY	100.0	60.7	55.4	43.5	39.2	12.1	4.1	50.4	5.0	43.9	12.9	3.9	39.3
DOMENICA DEL CORRIERE	100.0	53.0	48.3	38.9	35.1	10.4	2.8	43.0	5.3	36.5	12.3	4.2	47.0
DOMENICA QUIZ	100.0	62.0	57.0	45.5	41.1	12.4	3.5	51.6	5.4	44.1	13.5	4.4	38.0
EPOCA	100.0	57.9	52.7	42.2	38.2	11.4	3.1	47.0	5.7	39.7	14.4	3.9	42.1
L'ESPRESSO	100.0	62.5	57.1	45.6	41.2	12.6	3.2	51.4	5.7	43.5	15.4	3.6	37.5
EUROPEO	100.0	58.4	53.1	42.2	37.6	12.5	3.0	47.4	5.6	40.8	14.0	3.6	41.6
EVA EXPRESS	100.0	58.9	53.7	43.4	39.2	11.2	3.4	48.9	4.8	43.4	12.3	3.2	41.1
FAMIGLIA CRISTIANA	100.0	53.2	48.3	38.7	35.4	9.7	3.3	43.4	4.9	36.1	12.7	4.4	46.8
GENTE	100.0	57.0	51.7	41.4	37.6	11.1	3.1	46.6	5.1	40.8	12.8	3.4	43.0
GIOIA	100.0	60.5	55.1	44.0	39.9	11.4	3.8	50.0	5.1	43.0	13.7	3.7	39.5
IL GIORNALINO	100.0	67.6	62.4	50.7	46.9	11.9	3.6	56.7	5.8	45.5	17.7	4.4	32.4
GRAND HOTEL	100.0	55.7	50.8	40.5	36.4	10.9	3.6	45.9	4.9	40.2	11.9	3.6	44.3
GRAZIA	100.0	61.5	55.9	45.2	41.3	11.3	3.4	50.6	5.3	43.8	14.4	3.4	38.5
GUERIN SPORTIVO	100.0	58.4	54.4	43.8	38.6	12.8	3.1	46.6	7.8	35.1	17.4	5.9	41.6
GUIDA CUCINA	100.0	62.7	57.2	46.4	42.0	11.5	3.6	52.0	5.2	45.7	13.6	3.4	37.3
GUIDA TV	100.0	56.9	51.9	41.5	37.7	11.0	3.2	46.9	5.0	40.7	12.6	3.6	43.1
INTIMITA'	100.0	58.2	53.2	42.6	38.6	10.9	3.7	48.2	5.0	41.8	12.8	3.7	41.8
INTREPIDO	100.0	61.3	56.5	45.6	40.5	12.1	3.9	50.7	5.8	43.6	13.7	4.0	38.7
IL MONDO	100.0	64.5	60.2	49.1	44.9	11.9	3.5	55.6	4.6	43.6	18.0	3.0	35.5
MONDO ECONOMICO	100.0	61.2	56.9	45.0	41.1	12.5	3.4	51.5	5.4	41.3	16.3	3.6	38.8
IL MONELLO	100.0	62.6	57.9	47.1	42.3	12.0	3.5	52.3	5.6	45.7	13.1	3.8	37.4
NOVELLA 2000	100.0	58.2	53.4	43.1	39.1	11.0	3.3	48.6	4.8	42.6	12.3	3.4	41.8
OGGI	100.0	58.2	53.0	42.7	38.7	11.1	3.3	47.8	5.2	41.0	13.6	3.6	41.8
ONDA TV	100.0	58.9	53.7	43.4	39.4	11.1	3.2	48.8	4.9	42.7	12.7	3.4	41.1
PANORAMA	100.0	62.6	57.2	45.9	41.6	12.4	3.1	51.5	5.6	43.5	15.4	3.6	37.4
RADIOCORRIERE TV	100.0	55.5	50.1	39.5	35.6	11.3	3.3	44.7	5.4	38.7	13.0	3.8	44.5
RAGAZZA IN	100.0	63.4	57.7	46.1	41.0	12.0	4.7	52.6	5.1	45.8	13.5	4.0	36.6
ROMBO	100.0	52.3	48.2	38.2	33.1	12.1	3.0	43.4	4.8	34.9	12.3	5.1	47.7
SORRISI E CANZONI TV	100.0	58.8	53.7	42.9	39.0	11.2	3.5	48.5	5.2	41.7	13.3	3.8	41.2
STARTER	100.0	46.4	43.7	35.6	30.4	10.4	2.9	37.2	6.4	31.1	9.0	6.4	53.6
STOP	100.0	52.7	48.0	38.4	34.4	10.4	3.2	43.4	4.7	37.8	11.3	3.5	47.3
TELESETTE	100.0	58.4	53.3	42.7	38.6	11.5	3.2	48.0	5.4	41.7	13.1	3.6	41.6
TOPOLINO	100.0	66.7	61.3	49.6	45.1	12.4	3.8	56.1	5.2	47.2	16.0	3.5	33.3

Adulti

Lettori ultimo periodo

analisi secondo: ● consumo di whisky

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso lo	deciso insieme	decidono altri	
TOTALE	100.0	35.2	28.1	17.3	11.9	11.6	4.6	8.6	19.5	10.3	12.6	12.3	64.8
PERIODICI	100.0	40.4	32.8	20.7	14.0	13.5	5.3	10.2	22.5	12.0	14.2	14.2	59.6
SETTIMANALI	100.0	40.2	32.7	20.7	13.7	13.6	5.3	10.1	22.6	11.6	14.1	14.5	59.8
ALBO BLITZ.....	100.0	40.6	33.3	21.5	15.3	13.3	4.6	9.7	23.6	12.2	12.9	15.5	59.4
AMICA.....	100.0	41.3	33.5	21.3	14.1	13.7	5.6	10.0	23.5	10.4	14.9	16.0	58.7
ANNA.....	100.0	39.8	32.2	20.2	13.2	13.3	5.7	9.7	22.6	10.1	14.3	15.4	60.2
AUTOSPRINT.....	100.0	43.7	36.5	23.9	17.0	14.5	5.0	10.8	25.8	13.3	15.1	15.3	56.3
BELLA.....	100.0	38.6	31.1	19.1	12.5	12.8	5.7	9.7	21.4	10.1	13.9	14.5	61.4
CIAO 2001.....	100.0	40.8	31.9	20.4	13.2	13.4	5.3	6.0	25.8	6.1	12.5	22.2	59.2
CONFIDENZE.....	100.0	37.6	29.5	17.7	11.5	12.4	5.6	9.1	20.5	9.6	13.4	14.6	62.4
DOLLY.....	100.0	36.5	27.6	16.5	10.1	12.3	5.1	4.6	23.0	4.1	10.3	22.1	63.5
DOMENICA DEL CORRIERE.....	100.0	39.6	32.2	20.7	14.5	13.0	4.7	10.3	21.9	13.3	14.0	12.3	60.4
DOMENICA QUIZ.....	100.0	43.0	35.2	22.4	15.5	14.0	5.7	10.7	24.5	13.8	14.5	14.7	57.0
EPOCA.....	100.0	44.3	36.4	23.6	16.9	14.4	5.0	11.5	24.9	15.0	15.4	13.8	55.7
L'ESPRESSO.....	100.0	46.3	38.6	25.2	17.8	15.3	5.4	11.5	27.1	14.7	16.5	15.1	53.7
EUROPEO.....	100.0	45.8	38.0	24.8	17.6	15.3	5.1	11.7	26.3	15.3	16.2	14.3	54.2
EVA EXPRESS.....	100.0	38.7	31.2	19.3	13.0	12.8	5.5	9.6	21.6	10.7	13.3	14.6	61.3
FAMIGLIA CRISTIANA.....	100.0	35.1	28.2	17.5	12.0	11.6	4.5	8.7	19.5	10.7	12.3	12.2	64.9
GENTE.....	100.0	40.0	32.5	20.6	14.0	13.2	5.2	10.0	22.5	11.7	14.0	14.3	60.0
GIOIA.....	100.0	39.5	31.6	19.7	12.9	13.1	5.6	9.3	22.3	9.6	14.0	15.9	60.5
IL GIORNALINO.....	100.0	39.4	32.1	19.7	13.5	13.1	5.5	9.6	22.5	12.0	12.4	15.0	60.6
GRAND HOTEL.....	100.0	37.5	29.6	17.8	12.0	12.4	5.2	9.0	20.6	10.2	13.0	14.3	62.5
GRAZIA.....	100.0	40.1	32.5	20.4	13.3	13.5	5.7	9.4	23.1	10.0	14.3	15.8	59.9
GUERIN SPORTIVO.....	100.0	44.4	36.7	24.2	17.1	14.7	4.9	9.8	26.9	12.5	14.1	17.8	55.6
GUIDA CUCINA.....	100.0	42.0	33.8	20.7	13.5	14.2	6.1	10.3	23.5	11.2	15.2	15.6	58.0
GUIDA TV.....	100.0	39.1	31.4	19.6	13.5	12.9	5.1	9.3	22.1	11.3	13.3	14.5	60.9
INTIMITA'.....	100.0	37.5	29.9	18.1	11.9	12.5	5.6	9.6	20.3	10.5	13.2	13.8	62.5
INTREPIDO.....	100.0	41.2	33.8	21.6	15.4	13.3	5.1	10.1	23.6	12.4	13.4	15.4	58.8
IL MONDO.....	100.0	50.2	43.2	29.2	22.1	16.0	5.0	14.3	28.9	19.1	18.3	12.9	49.8
MONDO ECONOMICO.....	100.0	49.0	41.8	28.0	20.8	16.2	4.9	14.1	27.8	18.2	17.0	13.9	51.0
IL MONELLO.....	100.0	41.7	34.0	21.8	15.4	13.5	5.2	9.8	24.2	12.0	13.5	16.2	58.3
NOVELLA 2000.....	100.0	38.5	31.1	19.1	12.9	12.7	5.5	9.5	21.6	10.9	13.2	14.4	61.5
OGGI.....	100.0	40.5	33.0	21.0	14.4	13.4	5.2	10.3	22.7	12.2	14.3	14.0	59.5
ONDA TV.....	100.0	38.0	30.5	18.7	12.6	13.0	5.0	9.0	21.5	10.9	12.6	14.5	62.0
PANORAMA.....	100.0	45.9	38.3	25.0	17.5	15.4	5.3	11.1	27.2	13.9	16.4	15.5	54.1
RADIOCORRIERE TV.....	100.0	40.8	33.1	21.1	14.4	13.4	5.2	9.9	23.2	12.1	14.1	14.7	59.2
RAGAZZA IN.....	100.0	37.3	28.6	17.2	10.8	12.5	5.3	5.6	23.1	5.6	10.4	21.3	62.7
ROMBO.....	100.0	43.0	36.5	23.5	17.3	14.1	5.1	9.8	26.7	11.6	14.9	16.5	57.0
SORRISI E CANZONI TV.....	100.0	39.5	31.6	19.5	13.3	13.1	5.2	9.0	22.6	10.4	13.6	15.6	60.5
STARTER.....	100.0	40.9	33.4	21.1	15.6	13.4	4.5	8.2	25.2	10.6	13.0	17.4	59.1
STOP.....	100.0	35.4	28.4	17.4	11.7	11.6	5.0	8.9	19.5	10.3	12.0	13.0	64.6
TELESETTE.....	100.0	39.9	32.1	20.0	13.7	13.2	5.2	9.5	22.7	11.2	13.8	14.9	60.1
TOPOLINO.....	100.0	42.9	35.0	22.1	15.2	14.0	5.8	9.8	25.1	11.4	14.4	17.0	57.1

Lettori ultimo periodo
analisi secondo: ● consumo di whisky

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	38.3	31.2	20.1	14.6	12.4	4.2	9.5	21.7	13.6	13.1	11.6	61.7
PERIODICI	100.0	44.0	36.4	24.1	17.5	14.2	4.7	11.5	24.9	16.1	14.7	13.3	56.0
SETTIMANALI	100.0	43.3	35.8	23.8	17.2	14.0	4.7	11.3	24.5	15.5	14.4	13.4	56.7
ALBO BLITZ.....	100.0	40.8	33.7	22.0	15.8	13.4	4.5	9.9	23.7	12.7	12.8	15.3	59.2
AMICA.....	100.0	46.8	39.6	26.4	19.4	15.5	4.7	12.3	27.3	17.0	16.0	13.8	53.2
ANNA.....	100.0	45.8	38.6	25.6	18.9	15.1	4.6	12.0	26.6	17.1	15.7	13.0	54.2
AUTOSPRINT.....	100.0	44.4	37.4	24.8	18.0	14.7	4.8	11.1	26.3	14.3	15.2	14.9	55.6
BELLA.....	100.0	42.5	35.6	23.3	17.4	13.6	4.6	11.1	24.5	15.7	14.6	12.2	57.5
CIAO 2001.....	100.0	44.7	36.3	24.3	16.7	14.3	5.3	8.3	28.0	9.0	14.2	21.5	55.3
CONFIDENZE.....	100.0	40.6	33.1	21.5	15.6	13.1	4.5	10.4	22.7	15.0	13.4	12.2	59.4
DOLLY.....	100.0	39.3	31.7	20.2	14.4	12.7	4.6	6.8	24.8	7.0	11.8	20.4	60.7
DOMENICA DEL CORRIERE.....	100.0	42.6	35.1	22.9	16.9	13.9	4.4	11.3	23.9	16.2	14.8	11.6	57.4
DOMENICA QUIZ.....	100.0	45.2	37.5	24.6	17.8	14.6	5.0	12.0	25.5	17.4	14.7	13.2	54.8
EPOCA.....	100.0	47.5	39.5	25.8	19.6	15.3	4.6	12.8	26.8	18.5	16.4	12.6	52.5
L'ESPRESSO.....	100.0	49.1	41.5	27.6	20.4	16.1	5.0	12.8	28.8	17.9	17.0	14.2	50.9
EUROPEO.....	100.0	48.0	40.2	26.5	19.5	16.0	4.7	12.6	27.6	17.6	16.8	13.7	52.0
EVA EXPRESS.....	100.0	43.4	36.3	23.7	17.7	13.9	4.7	11.4	24.9	16.0	14.4	13.1	56.6
FAMIGLIA CRISTIANA.....	100.0	38.1	31.3	20.4	14.8	12.3	4.2	9.4	22.0	13.6	12.8	11.6	61.9
GENTE.....	100.0	44.1	36.7	24.1	17.8	14.3	4.6	11.3	25.4	15.8	14.8	13.5	55.9
GIOIA.....	100.0	43.9	36.7	24.4	17.9	14.4	4.5	11.1	25.6	15.3	14.6	14.0	56.1
IL GIORNALINO.....	100.0	39.8	32.9	21.2	15.2	12.8	4.9	9.1	23.8	13.5	12.0	14.2	60.2
GRAND HOTEL.....	100.0	39.4	32.2	20.6	15.1	12.5	4.5	9.9	22.2	13.9	12.8	12.7	60.6
GRAZIA.....	100.0	45.4	37.9	25.0	18.2	15.1	4.6	11.4	26.5	16.3	15.4	13.7	54.6
GUERIN SPORTIVO.....	100.0	44.8	37.2	24.9	17.8	14.7	4.7	10.2	27.1	13.3	14.2	17.3	55.2
GUIDA CUCINA.....	100.0	47.2	39.9	26.6	19.8	15.1	5.0	13.0	26.9	19.0	16.0	12.3	52.8
GUIDA TV.....	100.0	41.4	34.0	22.0	16.2	13.1	4.6	10.3	23.7	14.4	13.8	13.1	58.6
INTIMITA'.....	100.0	41.6	34.3	22.5	16.5	13.2	4.6	11.0	23.3	16.0	13.7	11.9	58.4
INTREPIDO.....	100.0	41.6	34.6	22.6	16.4	13.2	4.9	10.5	24.1	13.5	13.2	14.9	58.4
IL MONDO.....	100.0	51.9	45.0	30.6	23.7	16.4	4.9	15.2	29.8	21.1	18.8	11.9	48.1
MONDO ECONOMICO.....	100.0	50.8	43.7	29.5	22.3	16.7	4.7	15.2	28.5	20.4	17.6	12.7	49.2
IL MONELLO.....	100.0	42.8	35.6	23.3	17.0	13.7	4.9	10.4	25.1	13.9	13.6	15.3	57.2
NOVELLA 2000.....	100.0	42.1	34.8	22.8	17.0	13.2	4.6	10.7	24.1	15.2	13.7	13.2	57.9
OGGI.....	100.0	44.1	36.7	24.2	17.9	14.3	4.6	11.4	25.3	16.2	14.9	12.9	55.9
ONDA TV.....	100.0	39.6	32.7	21.3	15.5	12.9	4.3	9.9	22.8	14.1	12.9	12.7	60.4
PANORAMA.....	100.0	48.9	41.4	27.5	20.0	16.4	5.0	12.3	29.1	17.1	17.1	14.7	51.1
RADIOCORRIERE TV.....	100.0	43.4	35.8	23.4	16.9	14.1	4.9	10.8	25.0	14.8	14.7	13.9	56.6
RAGAZZA IN.....	100.0	37.3	30.7	20.1	14.6	11.8	4.2	7.4	23.3	8.6	10.8	17.9	62.7
ROMBO.....	100.0	43.4	37.1	23.9	17.8	14.2	5.0	10.2	26.9	12.2	15.1	16.2	56.6
SORRISI E CANZONI TV.....	100.0	41.9	34.5	22.4	16.3	13.5	4.7	10.0	24.5	13.5	13.9	14.5	58.1
STARTER.....	100.0	41.3	33.8	21.5	15.9	13.4	4.4	8.3	25.5	10.9	13.0	17.5	58.7
STOP.....	100.0	39.4	32.3	20.8	15.3	12.7	4.3	9.9	22.4	14.4	13.0	11.9	60.6
TELESETTE.....	100.0	41.7	34.4	22.2	16.1	13.6	4.7	10.3	24.0	13.9	14.1	13.6	58.3
TOPOLINO.....	100.0	44.4	37.1	24.5	17.8	14.2	5.1	10.6	26.4	14.1	14.5	15.7	55.6

Donne

Lettori ultimo periodo

analisi secondo: ● consumo di whisky

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	32.2	25.1	14.6	9.3	10.9	4.9	7.6	17.5	7.2	12.1	13.0	67.8
PERIODICI	100.0	37.1	29.4	17.6	10.7	12.9	5.9	9.1	20.4	8.3	13.7	15.1	62.9
SETTIMANALI	100.0	37.4	29.8	17.9	10.7	13.2	6.0	9.0	20.8	8.2	13.7	15.5	62.6
ALBO BLITZ.....	100.0	38.7	29.6	17.4	11.2	12.7	5.6	7.7	21.9	7.2	14.1	17.3	61.3
AMICA.....	100.0	39.8	31.9	20.0	12.8	13.3	5.9	9.4	22.5	8.7	14.6	16.6	60.2
ANNA.....	100.0	38.7	31.0	19.1	12.1	12.9	5.9	9.2	21.8	8.7	14.0	15.9	61.3
AUTOSPRINT.....	100.0	39.6	31.5	18.9	11.8	13.4	6.3	8.6	22.9	7.9	14.7	17.1	60.4
BELLA.....	100.0	37.9	30.3	18.4	11.7	12.7	5.9	9.5	20.8	9.2	13.8	14.9	62.1
CIAO 2001.....	100.0	36.3	26.8	15.9	9.2	12.3	5.3	3.5	23.3	2.8	10.6	22.9	63.7
CONFIDENZE.....	100.0	36.9	28.8	16.9	10.7	12.3	5.8	8.8	20.0	8.4	13.3	15.1	63.1
DOLLY.....	100.0	35.7	26.4	15.5	9.0	12.2	5.3	3.9	22.5	3.3	9.9	22.5	64.3
DOMENICA DEL CORRIERE.....	100.0	34.5	27.2	16.9	10.5	11.5	5.2	8.6	18.6	8.3	12.5	13.7	65.5
DOMENICA QUIZ.....	100.0	39.7	31.9	19.4	12.1	13.2	6.6	8.9	23.0	8.5	14.2	17.0	60.3
EPOCA.....	100.0	38.9	31.1	20.0	12.5	13.0	5.7	9.4	21.8	9.3	13.7	15.9	61.1
L'ESPRESSO.....	100.0	40.7	32.9	20.5	12.9	13.8	6.2	8.9	23.9	8.5	15.4	16.8	59.3
EUROPEO.....	100.0	39.7	32.0	20.2	12.5	13.4	6.0	9.1	22.9	8.9	14.7	16.1	60.3
EVA EXPRESS.....	100.0	36.6	29.0	17.3	10.9	12.2	5.8	8.8	20.2	8.4	12.9	15.3	63.4
FAMIGLIA CRISTIANA.....	100.0	32.5	25.4	14.9	9.5	11.0	4.9	8.1	17.3	8.0	11.8	12.7	67.5
GENTE.....	100.0	37.1	29.5	18.2	11.3	12.4	5.7	9.1	20.4	8.7	13.5	14.9	62.9
GIOIA.....	100.0	38.4	30.4	18.5	11.7	12.8	5.9	8.9	21.5	8.3	13.8	16.3	61.6
IL GIORNALINO.....	100.0	39.1	31.4	18.3	11.9	13.4	6.1	10.0	21.4	10.6	12.8	15.7	60.9
GRAND HOTEL.....	100.0	36.2	28.0	16.0	10.0	12.4	5.6	8.4	19.5	7.8	13.1	15.3	63.8
GRAZIA.....	100.0	38.8	31.0	19.1	12.0	13.1	5.9	8.9	22.2	8.4	14.0	16.3	61.2
GUERIN SPORTIVO.....	100.0	41.2	31.7	18.4	11.4	14.2	6.0	6.5	25.1	5.8	13.6	21.8	58.8
GUIDA CUCINA.....	100.0	40.5	32.0	19.0	11.8	13.9	6.4	9.6	22.5	9.0	15.0	16.5	59.5
GUIDA TV.....	100.0	36.4	28.4	16.7	10.2	12.6	5.6	8.1	20.3	7.6	12.7	16.0	63.6
INTIMITA'.....	100.0	36.5	28.9	17.0	10.7	12.3	5.8	9.3	19.6	9.1	13.1	14.3	63.5
INTREPIDO.....	100.0	39.6	30.5	17.7	11.1	13.4	6.0	8.8	21.8	8.1	14.1	17.4	60.4
IL MONDO.....	100.0	43.0	35.4	22.9	15.3	14.4	5.8	10.8	24.7	10.2	15.8	16.9	57.0
MONDO ECONOMICO.....	100.0	41.2	33.4	21.2	13.8	14.0	5.6	8.8	24.6	8.2	14.0	19.0	58.8
IL MONELLO.....	100.0	39.2	30.3	18.3	11.6	12.9	5.7	8.2	22.1	7.5	13.3	18.3	60.8
NOVELLA 2000.....	100.0	36.5	29.0	17.1	10.6	12.4	6.0	8.8	20.2	8.5	12.9	15.1	63.5
OGGI.....	100.0	37.7	30.0	18.4	11.5	12.6	5.8	9.4	20.6	9.0	13.8	14.9	62.3
ONDA TV.....	100.0	36.5	28.3	16.1	9.6	13.0	5.7	8.1	20.2	7.8	12.3	16.4	63.5
PANORAMA.....	100.0	40.4	32.5	20.4	12.8	13.7	6.0	8.8	23.7	8.1	15.3	17.0	59.6
RADIOCORRIERE TV.....	100.0	37.4	29.4	17.9	11.1	12.6	5.7	8.5	20.9	8.4	13.2	15.8	62.6
RAGAZZA IN.....	100.0	37.3	27.9	16.1	9.4	12.7	5.7	4.9	23.0	4.5	10.3	22.5	62.7
ROMBO.....	100.0	37.6	29.9	18.1	11.3	12.2	6.4	5.6	24.3	4.6	12.3	20.7	62.4
SORRISI E CANZONI TV.....	100.0	37.4	29.0	17.0	10.6	12.7	5.7	8.1	20.9	7.6	13.2	16.5	62.6
STARTER.....	100.0	35.1	27.9	16.7	10.1	12.4	5.5	7.0	21.0	6.0	13.0	16.1	64.9
STOP.....	100.0	33.1	26.1	15.4	9.7	11.1	5.4	8.3	17.8	8.0	11.5	13.6	66.9
TELESETTE.....	100.0	37.6	29.3	17.1	10.6	12.8	5.8	8.3	20.9	7.7	13.4	16.5	62.4
TOPOLINO.....	100.0	41.1	32.5	19.2	12.0	13.8	6.6	8.9	23.6	8.3	14.3	18.5	58.9

Lettori ultimo periodo

analisi secondo: ● consumo di whisky

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto parson.	non acquir.	deciso lo	deciso insieme	decidono altri	
TOTALE	100.0	32.2	25.1	14.6	9.3	10.9	4.9	7.6	17.5	7.2	12.1	13.0	67.8
MENSILI	100.0	42.2	33.3	20.5	12.8	14.1	6.4	10.5	22.9	8.9	16.0	17.3	57.8
ABITARE.....	100.0	39.6	32.2	20.5	13.1	13.1	6.0	9.2	23.0	9.1	14.9	15.7	60.4
AD.....	100.0	42.1	34.5	22.0	14.1	14.3	6.2	8.8	25.7	8.2	16.5	17.5	57.9
AIRONE.....	100.0	41.1	33.7	21.0	13.5	14.4	5.8	9.1	24.6	8.6	15.2	17.3	58.9
ALTA FEDELTA'.....	100.0	36.4	28.1	17.5	10.5	11.9	5.7	6.6	21.5	6.3	13.0	17.1	63.6
ASTRA.....	100.0	40.6	32.3	20.2	12.5	14.0	5.8	7.7	24.6	6.6	13.8	20.2	59.4
ATLANTE.....	100.0	40.0	32.6	19.9	12.8	13.6	6.3	9.1	23.5	8.8	15.0	16.2	60.0
AUTO CAPITAL.....	100.0	41.2	32.8	21.0	13.2	13.9	5.7	8.8	24.1	7.9	13.3	20.0	58.8
L'AUTOMOBILE.....	100.0	40.0	31.8	19.5	12.3	13.5	5.9	9.9	21.9	9.2	14.5	16.2	60.0
BENISSIMO.....	100.0	40.1	31.5	18.7	11.6	13.6	6.2	8.9	22.6	8.3	14.2	17.6	59.9
BRAVA CASA.....	100.0	42.4	34.7	21.4	13.6	14.6	6.5	11.1	23.6	10.2	16.7	15.5	57.6
CAPITAL.....	100.0	43.0	35.6	22.9	14.7	14.6	6.2	10.5	25.1	10.0	15.7	17.3	57.0
CASAVIVA.....	100.0	42.1	34.1	21.1	13.4	14.2	6.5	10.8	23.3	10.1	16.2	15.8	57.9
100 COSE.....	100.0	38.9	29.7	18.0	11.1	13.2	5.4	5.8	23.8	4.5	12.4	22.1	61.1
CONSIGLI PRATICI.....	100.0	34.2	27.5	15.8	9.1	11.8	6.5	9.0	18.5	9.9	12.0	12.3	65.8
CORTO MALTESE.....	100.0	40.3	34.2	25.7	18.5	11.7	4.0	6.8	27.3	7.8	13.3	19.2	59.7
COSMOPOLITAN.....	100.0	39.2	31.5	19.7	12.4	13.4	5.7	7.7	23.8	6.6	14.0	18.6	60.8
LA CUCINA ITALIANA.....	100.0	38.8	31.2	19.2	12.2	13.1	5.8	10.3	20.8	10.2	14.2	14.4	61.2
DONNAPIU'.....	100.0	38.1	30.1	18.3	11.6	13.0	5.5	8.1	22.0	8.0	13.9	16.3	61.9
ESPANSIONE.....	100.0	41.9	34.4	23.3	15.1	13.3	6.0	10.4	24.0	11.1	15.1	15.7	58.1
FOTOGRAFARE.....	100.0	43.7	35.1	21.8	13.7	14.2	7.2	9.6	25.5	8.8	16.0	18.9	56.3
GARDENIA.....	100.0	41.2	34.6	21.4	13.7	14.6	6.3	10.3	24.3	8.4	17.2	15.7	58.8
GENTE MONEY.....	100.0	41.7	34.2	22.1	13.5	14.6	6.2	9.7	24.5	8.9	15.2	17.5	58.3
GENTE MOTORI.....	100.0	39.5	31.2	18.7	11.6	13.5	6.1	8.7	22.4	8.1	14.0	17.3	60.5
GENTE VIAGGI.....	100.0	40.9	33.1	20.8	13.3	13.9	5.9	9.0	24.1	7.8	14.8	18.3	59.1
GIOIELLI.....	100.0	39.4	31.3	18.7	11.9	13.2	6.1	10.0	21.3	9.4	14.4	15.5	60.6
INSIEME.....	100.0	42.1	34.4	19.6	12.3	15.2	6.8	10.3	24.0	8.7	17.1	16.3	57.9
JESUS.....	100.0	33.3	26.2	16.3	9.9	11.9	4.4	8.3	17.9	9.0	11.7	12.5	66.7
LEI.....	100.0	37.7	29.6	18.2	11.4	12.8	5.4	6.4	23.2	5.3	13.1	19.3	62.3
LINUS.....	100.0	42.5	34.0	21.2	13.6	14.5	5.8	7.9	26.0	6.9	15.3	20.4	57.5
MADRE.....	100.0	36.3	28.3	15.9	10.7	12.0	5.6	9.3	19.0	9.3	13.1	13.9	63.7
MANI DI FATA.....	100.0	36.6	28.6	17.0	10.6	12.3	5.7	9.1	19.5	8.6	13.5	14.4	63.4
MAX.....	100.0	40.9	32.2	19.9	12.2	14.1	5.8	5.9	26.2	4.2	12.8	23.9	59.1
MESSAGGERO DI S.ANTONIO.....	100.0	30.8	24.0	14.0	8.6	10.4	5.0	6.5	17.5	6.6	11.3	13.0	69.2
LA MIA CASA.....	100.0	37.4	29.5	17.6	11.1	12.8	5.6	9.9	19.6	9.1	13.7	14.6	62.6
MILLEIDEE.....	100.0	39.1	31.0	18.7	12.0	13.0	6.0	9.5	21.5	9.0	14.3	15.8	60.9
MODA.....	100.0	37.5	29.2	17.5	10.9	12.8	5.5	7.4	21.8	6.6	12.9	17.9	62.5
MOTOCICLISMO.....	100.0	38.9	30.5	18.4	11.7	13.1	5.7	7.6	22.9	6.3	14.4	18.3	61.1
MUSIC.....	100.0	36.3	26.7	15.8	9.2	12.3	5.2	3.2	23.5	2.6	9.7	24.0	63.7
NATURA OGGI.....	100.0	38.0	30.5	18.3	11.7	13.1	5.7	8.6	21.9	8.2	14.3	15.5	62.0
PESCARE.....	100.0	42.5	33.4	20.2	13.6	13.2	6.6	11.5	21.9	10.7	16.1	15.7	57.5
PHOTO ITALIANA.....	100.0	40.5	33.5	21.9	14.1	13.2	6.2	9.0	24.5	7.5	16.8	16.2	59.5
IL PIACERE.....	100.0	43.3	35.6	23.2	15.5	14.7	5.5	9.2	26.4	8.1	15.8	19.4	56.7
PLAYMEN.....	100.0	39.2	30.4	19.3	11.7	12.5	6.3	9.1	21.4	8.9	13.9	16.4	60.8
PM.....	100.0	41.8	33.9	21.3	13.6	14.2	6.1	7.9	26.0	7.0	15.8	19.1	58.2
QUATTORRUOTE.....	100.0	39.9	31.5	19.1	12.0	13.4	6.1	8.7	22.7	8.1	14.2	17.5	60.1
QUI TOURING.....	100.0	41.1	33.9	22.2	14.2	14.3	5.4	10.4	23.5	10.4	15.2	15.6	58.9
RAKAM.....	100.0	39.6	31.6	19.2	12.2	13.1	6.4	10.4	21.2	10.3	14.7	14.6	60.4
ROCKSTAR.....	100.0	38.0	28.3	16.9	9.9	12.9	5.5	2.7	25.6	1.7	10.0	26.4	62.0
SALVE.....	100.0	39.8	32.2	19.9	12.5	13.7	6.0	9.0	23.2	8.1	14.8	16.9	60.2
SCIENZA 2000.....	100.0	41.0	32.2	19.7	11.4	15.0	5.8	6.5	25.7	6.1	14.3	20.7	59.0
SCIENZA E VITA NUOVA.....	100.0	40.8	32.9	19.8	13.0	14.2	5.8	8.8	24.1	8.6	14.0	18.2	59.2
LE SCIENZE.....	100.0	42.2	34.3	21.2	13.8	14.8	5.7	9.3	25.0	8.9	15.3	17.9	57.8
SELEZIONE DAL R.DIGEST.....	100.0	38.6	30.5	18.6	11.7	12.9	5.9	9.0	21.5	8.7	13.8	16.1	61.4
STARBENE.....	100.0	39.1	31.5	19.2	12.1	13.3	6.1	8.8	22.6	8.4	14.4	16.3	60.9
STORIA ILLUSTRATA.....	100.0	37.3	30.2	18.8	11.9	13.0	5.3	9.4	20.8	9.9	13.9	13.5	62.7
SUPER GOL.....	100.0	37.3	27.9	16.4	9.9	12.5	5.4	7.0	20.8	6.6	12.2	18.5	62.7
IL TENNIS ITALIANO.....	100.0	41.7	34.3	20.7	13.6	14.0	6.6	10.2	24.1	8.7	15.6	17.3	58.3
TUTTO CUCINA.....	100.0	37.5	29.7	17.3	10.5	13.0	6.2	9.1	20.5	8.6	13.7	15.2	62.5
TUTTO MAGLIA.....	100.0	36.8	28.8	16.9	10.6	12.7	5.6	9.6	19.2	9.4	13.2	14.2	63.2
TUTTO MOTO.....	100.0	38.6	29.9	17.9	11.2	12.9	5.8	7.0	22.9	5.9	13.1	19.6	61.4
TUTTO MUSICA & SPETTACOLO.....	100.0	37.7	28.0	16.1	9.4	12.9	5.8	4.5	23.6	3.9	10.9	22.8	62.3
TUTTO TURISMO.....	100.0	38.3	30.6	18.8	11.7	13.0	5.8	7.8	22.8	6.9	13.5	17.9	61.7
TUTTO UNCINETTO.....	100.0	37.3	29.1	16.8	10.6	12.8	5.7	9.4	19.7	8.9	13.8	14.6	62.7
VELA E MOTORE.....	100.0	39.7	32.4	21.3	12.6	13.5	6.4	9.3	23.2	9.6	13.6	16.5	60.3
VITAL.....	100.0	37.7	29.9	17.8	11.1	13.1	5.6	5.0	24.9	4.0	12.1	21.6	62.3
WEEKEND.....	100.0	41.9	35.0	22.8	14.8	14.4	5.9	10.1	24.9	9.6	14.5	17.8	58.1
ZOOM.....	100.0	44.7	36.3	21.1	14.8	13.7	7.8	6.6	29.6	6.2	14.5	23.9	55.3
DIANA (Quindicinale).....	100.0	34.7	26.7	15.3	10.2	10.8	5.7	8.2	18.5	7.6	13.5	13.6	65.3

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● consumo di whisky

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	32.4	25.7	14.9	9.8	10.9	5.0	9.8	15.9	10.8	12.4	9.2	67.6
PERIODICI	100.0	38.5	31.3	18.5	11.6	13.4	6.3	12.2	19.1	13.1	14.6	10.8	61.5
SETTIMANALI	100.0	38.5	31.6	18.9	11.6	13.6	6.4	12.3	19.2	12.9	14.7	11.0	61.5
ALBO BLITZ	100.0	42.7	33.4	20.0	13.3	14.2	5.9	12.8	20.6	20.4	13.8	8.5	57.3
AMICA	100.0	40.8	33.8	21.1	13.9	13.6	6.3	12.7	21.1	13.4	15.7	11.7	59.2
ANNA	100.0	39.4	32.5	19.8	12.9	13.3	6.3	12.1	20.4	12.9	15.0	11.5	60.6
AUTOSPRINT	100.0	43.2	35.6	21.8	14.5	14.4	6.7	14.1	21.5	19.1	15.0	9.1	56.8
BELLA	100.0	38.8	31.8	19.0	12.5	12.9	6.4	12.0	19.8	12.7	14.7	11.4	61.2
CIAO 2001	100.0	38.7	31.4	18.6	12.5	13.1	5.9	11.2	20.2	15.9	12.9	9.9	61.3
CONFIDENZE	100.0	37.5	29.9	17.2	11.2	12.5	6.2	11.3	18.5	11.7	14.3	11.4	62.5
DOLLY	100.0	41.6	33.4	18.3	11.9	14.0	7.5	12.4	21.0	12.7	17.2	11.6	58.4
DOMENICA DEL CORRIERE	100.0	34.8	27.9	17.3	11.2	11.6	5.1	10.9	17.0	13.6	12.2	9.0	65.2
DOMENICA QUIZ	100.0	42.8	35.4	20.9	13.9	14.0	7.5	12.4	23.0	16.1	15.2	11.4	57.2
EPOCA	100.0	39.5	32.4	21.2	13.7	13.0	5.7	12.2	20.2	15.9	13.6	10.0	60.5
L'ESPRESSO	100.0	43.1	36.0	22.6	14.8	14.7	6.4	13.0	23.0	17.3	15.9	10.0	56.9
EUROPEO	100.0	41.0	33.9	21.3	13.7	14.1	6.1	11.9	21.9	16.9	14.1	10.0	59.0
EVA EXPRESS	100.0	37.6	30.6	18.0	11.7	12.6	6.3	11.7	18.9	12.6	14.0	10.9	62.4
FAMIGLIA CRISTIANA	100.0	32.7	26.1	15.1	10.0	11.1	5.0	10.5	15.6	11.8	11.8	9.1	67.3
GENTE	100.0	37.3	30.3	18.7	12.0	12.5	5.8	11.6	18.8	13.0	13.8	10.5	62.7
GIOIA	100.0	39.5	32.2	19.3	12.8	13.1	6.3	12.4	19.8	12.9	15.0	11.5	60.5
IL GIORNALINO	100.0	42.4	34.7	20.2	14.1	13.9	6.6	14.0	20.6	16.9	14.7	10.9	57.6
GRAND HOTEL	100.0	37.6	29.8	16.8	10.8	12.9	6.1	11.4	18.4	11.9	14.5	11.2	62.4
GRAZIA	100.0	39.4	32.6	19.9	12.9	13.3	6.3	12.0	20.6	13.1	14.9	11.4	60.6
GUERIN SPORTIVO	100.0	48.0	39.1	23.9	15.3	16.6	7.2	14.8	24.2	23.4	16.3	8.3	52.0
GUIDA CUCINA	100.0	41.9	34.0	19.9	12.8	14.4	6.8	12.5	21.5	13.1	16.5	12.4	58.1
GUIDA TV	100.0	37.6	30.2	17.6	11.2	12.9	6.1	11.5	18.7	13.3	13.8	10.6	62.4
INTIMITA'	100.0	37.1	29.9	17.4	11.3	12.6	6.1	11.4	18.5	12.1	13.7	11.3	62.9
INTREPIDO	100.0	43.6	34.7	20.1	13.4	14.5	6.8	13.7	20.9	16.6	16.0	11.0	56.4
IL MONDO	100.0	46.1	41.3	28.1	19.6	15.5	6.2	15.7	25.6	24.2	15.3	8.5	51.9
MONDO ECONOMICO	100.0	46.2	39.4	26.1	17.6	15.7	6.1	14.5	24.9	22.5	14.5	9.2	53.8
IL MONELLO	100.0	42.0	33.8	20.1	13.7	13.6	6.5	12.9	20.9	15.2	15.3	11.5	58.0
NOVELLA 2000	100.0	37.8	30.8	18.0	11.5	12.8	6.5	11.7	19.1	13.1	14.0	10.7	62.2
OGGI	100.0	38.2	31.2	19.2	12.5	12.8	5.9	12.0	19.2	13.5	14.2	10.6	61.8
ONDA TV	100.0	38.6	31.1	17.4	11.0	13.8	6.3	12.1	19.0	13.2	14.2	11.2	61.4
PANORAMA	100.0	42.2	35.2	22.1	14.5	14.5	6.3	12.6	22.6	16.0	15.8	10.4	57.8
RADIOCORRIERE TV	100.0	38.3	30.9	18.9	12.1	12.8	5.9	11.4	19.5	14.0	13.8	10.5	61.7
RAGAZZA IN	100.0	43.2	34.6	19.0	12.6	14.3	7.7	13.3	21.3	14.1	17.0	12.0	56.8
ROMBO	100.0	43.5	36.4	22.5	14.7	14.6	7.1	15.3	21.1	23.3	12.8	7.4	56.5
SORRISI E CANZONI TV	100.0	39.2	31.4	18.1	11.7	13.3	6.4	12.0	19.5	12.9	15.1	11.2	60.8
STARTER	100.0	40.4	31.2	19.7	14.6	12.0	4.6	12.5	18.8	23.9	9.6	6.8	59.6
STOP	100.0	32.8	26.5	15.5	9.9	11.2	5.4	10.2	16.3	11.2	11.8	9.8	67.2
TELESETTE	100.0	39.5	31.7	18.2	11.8	13.6	6.3	12.0	19.6	13.2	15.1	11.2	60.5
TOPOLINO	100.0	44.5	36.7	21.4	14.3	14.8	7.7	13.8	23.0	15.4	17.1	12.1	55.5

Adulti

Lettori ultimo periodo

analisi secondo: ● consumo di cibi in scatola per cani o gatti

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	9.9	9.0	7.7	7.0	1.5	.6	5.9	3.1	3.5	3.3	3.1	90.1
PERIODICI	100.0	12.2	11.2	9.7	8.8	1.8	.7	7.4	3.8	4.4	4.1	3.7	87.8
SETTIMANALI	100.0	12.1	11.1	9.5	8.6	1.8	.7	7.3	3.7	4.3	4.1	3.6	87.9
ALBO BLITZ.....	100.0	11.4	10.1	8.6	7.9	1.3	.9	5.2	4.9	2.2	3.9	5.3	88.6
AMICA.....	100.0	14.0	12.9	11.1	10.0	2.2	.7	9.1	3.8	6.0	4.6	3.4	86.0
ANNA.....	100.0	13.9	12.8	11.1	10.0	2.1	.7	9.3	3.5	6.3	4.4	3.1	86.1
AUTOSPRINT.....	100.0	13.1	11.8	10.5	9.6	1.4	.8	6.3	5.6	2.5	4.9	5.7	86.9
BELLA.....	100.0	13.5	12.4	10.8	9.6	2.1	.7	9.3	3.1	6.5	4.1	2.9	86.5
CIAO 2001.....	100.0	13.7	12.8	11.7	10.6	1.5	.8	6.2	6.6	2.2	4.6	6.8	86.3
CONFIDENZE.....	100.0	12.0	11.1	9.5	8.6	1.8	.7	8.1	3.0	5.7	3.5	2.8	88.0
DOLLY.....	100.0	12.2	11.1	9.9	9.2	1.3	.6	5.8	5.3	2.3	4.3	5.5	87.8
DOMENICA DEL CORRIERE.....	100.0	12.5	11.4	9.8	9.0	1.7	.7	7.3	4.1	3.9	4.6	4.1	87.5
DOMENICA QUIZ.....	100.0	12.0	11.0	9.3	8.5	1.6	.8	7.0	4.0	4.2	4.0	3.9	88.0
EPOCA.....	100.0	14.0	12.8	11.0	10.1	1.9	.7	8.3	4.5	4.3	5.3	4.4	86.0
L'ESPRESSO.....	100.0	13.4	12.4	10.9	10.0	1.6	.8	7.9	4.5	3.6	5.2	4.6	86.6
EUROPEO.....	100.0	13.4	12.3	10.7	9.8	1.7	.8	7.6	4.7	3.5	5.2	4.7	86.6
EVA EXPRESS.....	100.0	12.8	11.8	10.2	9.2	1.8	.8	8.2	3.6	5.3	4.0	3.5	87.2
FAMIGLIA CRISTIANA.....	100.0	12.4	11.3	9.8	9.0	1.7	.6	7.5	3.9	4.4	4.2	3.7	87.6
GENTE.....	100.0	12.7	11.7	10.1	9.2	1.8	.7	8.0	3.7	4.9	4.2	3.6	87.3
GIOIA.....	100.0	13.3	12.2	10.5	9.4	2.1	.7	8.4	3.8	5.6	4.2	3.4	86.7
IL GIORNALINO.....	100.0	13.1	12.1	10.3	9.7	1.7	.7	8.0	4.1	4.7	4.1	4.3	86.9
GRAND HOTEL.....	100.0	10.6	9.6	8.1	7.4	1.5	.7	6.4	3.3	4.0	3.3	3.3	89.4
GRAZIA.....	100.0	13.9	12.8	11.1	10.1	2.1	.7	9.1	3.7	5.9	4.6	3.4	86.1
GUERIN SPORTIVO.....	100.0	13.1	12.0	10.6	9.9	1.3	.8	6.3	5.7	2.1	4.7	6.3	86.9
GUIDA CUCINA.....	100.0	11.9	11.0	9.6	8.6	1.8	.7	8.0	3.1	5.3	3.8	2.8	88.1
GUIDA TV.....	100.0	11.6	10.7	9.3	8.5	1.5	.7	6.9	3.8	3.7	4.0	3.9	88.4
INTIMITA'.....	100.0	12.5	11.4	9.7	8.9	1.9	.7	8.6	2.9	6.1	3.6	2.8	87.5
INTREPIDO.....	100.0	10.4	9.4	8.2	7.4	1.2	.8	5.1	4.3	2.3	3.6	4.5	89.6
IL MONDO.....	100.0	16.6	15.4	13.4	12.3	2.1	.9	9.7	5.7	3.4	7.8	5.5	83.4
MONDO ECONOMICO.....	100.0	16.0	14.8	12.6	11.6	2.1	1.1	8.6	6.1	3.2	6.6	6.2	84.0
IL MONELLO.....	100.0	11.8	10.7	9.3	8.5	1.4	.8	6.1	4.6	2.8	4.0	4.9	88.2
NOVELLA 2000.....	100.0	12.4	11.4	9.8	8.9	1.8	.7	7.7	3.6	4.8	4.0	3.6	87.6
OGGI.....	100.0	12.9	11.9	10.2	9.3	1.8	.7	8.0	3.8	4.7	4.4	3.7	87.1
ONDA TV.....	100.0	11.1	10.3	9.0	8.2	1.4	.6	6.6	3.7	3.7	3.6	3.8	88.9
PANORAMA.....	100.0	14.0	12.9	11.3	10.4	1.6	.8	8.0	4.8	3.7	5.3	5.0	86.0
RADIOCORRIERE TV.....	100.0	12.0	11.0	9.5	8.7	1.6	.7	7.0	4.0	3.8	4.2	4.0	88.0
RAGAZZA IN.....	100.0	12.2	11.2	9.9	9.1	1.5	.7	5.9	5.3	2.7	3.9	5.6	87.8
ROMBO.....	100.0	13.7	12.2	10.9	10.0	1.3	.9	5.6	6.6	1.9	5.2	6.6	86.3
SORRISI E CANZONI TV.....	100.0	11.7	10.7	9.3	8.5	1.5	.7	6.7	4.0	3.8	3.9	4.0	88.3
STARTER.....	100.0	12.3	10.8	9.7	9.0	.9	.9	5.1	5.7	2.0	4.1	6.2	87.7
STOP.....	100.0	12.6	11.6	10.0	9.0	1.9	.7	8.1	3.5	5.2	4.0	3.4	87.4
TELESETTE.....	100.0	11.4	10.4	9.0	8.3	1.4	.7	6.5	3.9	3.5	3.9	3.9	88.6
TOPOLINO.....	100.0	12.8	11.8	10.3	9.4	1.6	.8	7.3	4.5	3.7	4.4	4.7	87.2

Adulti

Lettori ultimo periodo

analisi secondo: ● consumo di cibi in scatola per cani o gatti

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso lo	deciso insieme	decidono altri	
TOTALE	100.0	9.9	9.0	7.7	7.0	1.5	.6	5.9	3.1	3.5	3.3	3.1	90.1
MENSILI	100.0	14.1	13.0	11.3	10.1	2.1	.8	8.7	4.2	4.9	4.8	4.4	85.9
ABITARE	100.0	14.7	13.7	12.0	11.0	1.9	.8	9.4	4.3	4.4	6.1	4.2	85.3
AD	100.0	15.3	14.4	12.7	11.6	2.0	.8	9.7	4.8	4.6	6.1	4.6	84.7
AIRONE	100.0	15.8	14.6	12.9	12.1	1.7	.8	9.4	5.2	4.3	6.2	5.3	84.2
ALTA FEDELTA'	100.0	12.6	11.4	10.1	9.3	1.2	.9	5.8	5.7	2.0	4.5	6.0	87.4
ASTRA	100.0	13.8	12.7	11.2	10.2	1.8	.7	8.4	4.3	4.5	5.0	4.4	86.2
ATLANTE	100.0	14.3	13.2	11.4	10.6	1.7	.8	8.7	4.5	4.2	5.5	4.6	85.7
AUTO CAPITAL	100.0	16.1	14.7	13.1	12.3	1.5	.9	7.8	6.9	2.9	6.0	7.3	83.9
L'AUTOMOBILE	100.0	13.2	12.0	10.4	9.6	1.6	.8	7.3	4.7	3.4	4.9	4.8	86.8
BENISSIMO	100.0	12.7	11.7	10.2	9.3	1.9	.6	8.5	3.2	5.8	4.0	3.0	87.3
BRAVA CASA	100.0	12.6	11.6	10.1	9.0	1.9	.8	8.9	2.7	6.0	4.1	2.5	87.4
CAPITAL	100.0	16.7	15.4	13.4	12.3	2.1	1.1	9.4	6.0	4.1	6.7	5.9	83.3
CASAVIVA	100.0	13.4	12.4	10.7	9.6	1.9	.8	9.0	3.4	5.6	4.7	3.1	86.6
100 COSE	100.0	14.9	13.7	12.3	11.3	1.9	.6	8.0	5.7	3.8	5.4	5.6	85.1
CONSIGLI PRATICI	100.0	11.0	10.3	8.9	8.0	1.7	.6	7.8	2.5	5.5	3.4	2.2	89.0
CORTO MALTESE	100.0	14.8	13.9	12.7	11.6	1.7	.6	9.0	4.9	3.0	6.7	5.0	85.2
COSMOPOLITAN	100.0	15.4	14.1	12.5	11.5	1.9	.7	9.0	5.0	5.0	5.6	4.8	84.6
LA CUCINA ITALIANA	100.0	13.5	12.4	10.7	9.7	2.0	.8	8.9	3.4	5.8	4.5	3.2	86.5
DONNAPIU'	100.0	14.1	13.1	11.4	10.4	1.9	.8	9.3	3.8	5.8	4.9	3.4	85.9
ESPANSIONE	100.0	18.3	17.2	14.9	13.8	2.3	1.0	11.6	5.6	4.2	9.1	5.0	81.7
FOTOGRAFARE	100.0	13.0	11.9	10.2	9.4	1.6	.8	6.9	4.9	2.9	5.0	5.1	87.0
GARDENIA	100.0	15.5	14.2	12.4	11.4	2.0	.8	9.7	4.5	5.6	5.5	4.5	84.5
GENTE MONEY	100.0	16.0	14.7	12.9	11.8	1.9	1.0	9.0	5.7	3.8	6.8	5.4	84.0
GENTE MOTORI	100.0	13.4	12.2	10.6	9.8	1.5	.9	6.9	5.3	2.8	5.1	5.5	86.6
GENTE VIAGGI	100.0	15.2	13.9	12.3	11.3	1.8	.8	8.4	5.6	3.8	5.8	5.6	84.8
GIOIELLI	100.0	12.8	11.7	10.0	9.1	1.9	.7	8.5	3.2	6.0	3.9	2.9	87.2
INSIEME	100.0	10.6	9.9	8.9	7.8	1.5	.6	7.4	2.6	4.5	3.8	2.3	89.4
JESUS	100.0	14.0	13.2	11.5	10.7	1.8	.6	8.4	4.7	4.6	5.1	4.3	86.0
LEI	100.0	15.2	13.9	12.3	11.4	1.9	.7	8.5	5.4	4.5	5.6	5.0	84.8
LINUS	100.0	14.8	13.8	12.3	11.2	1.7	.8	8.4	5.4	3.4	5.6	5.8	85.2
MADRE	100.0	14.1	13.1	11.2	10.5	2.1	.6	9.4	3.7	6.2	4.2	3.7	85.9
MANI DI FATA	100.0	10.9	10.1	8.6	7.8	1.7	.6	7.6	2.5	5.7	3.1	2.1	89.1
MAX	100.0	15.7	14.5	13.3	12.3	1.6	.7	7.7	6.8	2.9	5.5	7.3	84.3
MESSAGGERO DI S.ANTONIO	100.0	10.2	9.3	7.9	7.1	1.6	.5	5.9	3.3	3.5	3.6	3.0	89.8
LA MIA CASA	100.0	12.3	11.4	9.8	8.9	1.8	.7	8.2	3.3	5.6	3.7	3.0	87.7
MILLEIDEE	100.0	13.0	12.0	10.4	9.4	1.9	.7	8.9	3.1	6.2	4.0	2.8	87.0
MODA	100.0	12.9	11.8	10.4	9.4	1.7	.7	7.4	4.4	4.2	4.5	4.2	87.1
MOTOCICLISMO	100.0	13.2	12.0	10.7	9.9	1.3	.9	6.1	5.9	2.1	4.8	6.3	86.8
MUSIC	100.0	12.9	11.8	10.8	9.9	1.3	.6	5.7	6.1	2.1	4.5	6.4	87.1
NATURA OGGI	100.0	13.7	12.8	11.4	10.4	1.6	.8	8.4	4.3	3.8	5.7	4.2	86.3
PESCARE	100.0	13.0	11.8	9.8	8.9	1.6	1.3	6.6	5.2	2.9	5.1	5.0	87.0
PHOTO ITALIANA	100.0	13.8	12.8	11.4	10.3	1.6	.8	7.5	5.3	2.8	5.6	5.4	86.2
IL PIACERE	100.0	15.5	14.5	13.0	11.9	1.9	.8	9.1	5.5	4.1	5.9	5.5	84.5
PLAYMEN	100.0	12.1	11.0	9.4	8.8	1.3	.9	6.1	4.9	2.4	4.8	4.9	87.9
PM	100.0	14.8	13.7	12.2	11.3	1.5	.9	8.3	5.4	3.4	5.8	5.5	85.2
QUATTORRUOTE	100.0	13.0	11.8	10.3	9.5	1.5	.9	6.8	5.1	2.8	4.9	5.3	87.0
QUI TOURING	100.0	16.9	15.6	13.8	12.7	2.1	.8	10.3	5.3	4.7	7.0	5.1	83.1
RAKAM	100.0	12.5	11.5	9.9	8.9	2.0	.7	8.9	2.7	6.6	3.7	2.3	87.5
ROCKSTAR	100.0	14.6	13.3	12.1	11.2	1.4	.7	6.0	7.2	1.8	4.8	7.9	85.4
SALVE	100.0	13.9	12.7	11.0	10.0	1.9	.8	8.6	4.1	5.1	4.9	4.0	86.1
SCIENZA 2000	100.0	11.3	9.9	8.2	7.9	1.4	.6	5.0	4.9	2.4	4.1	4.7	88.7
SCIENZA E VITA NUOVA	100.0	15.9	14.8	13.0	12.1	1.9	.8	9.2	5.6	4.0	5.9	5.9	84.1
LE SCIENZE	100.0	13.4	12.3	11.0	10.2	1.4	.7	8.2	4.1	3.2	5.1	5.1	86.6
SELEZIONE DAL R.DIGEST	100.0	13.7	12.6	10.9	10.0	1.9	.8	8.2	4.4	4.5	4.9	4.4	86.3
STARBENE	100.0	13.3	12.2	10.5	9.6	1.8	.8	8.2	4.0	5.1	4.5	3.7	86.7
STORIA ILLUSTRATA	100.0	13.3	12.2	10.6	9.9	1.6	.7	7.8	4.4	3.6	5.3	4.3	86.7
SUPER GOL	100.0	10.8	9.9	8.5	7.9	1.3	.7	5.2	4.7	2.0	3.8	5.1	89.2
IL TENNIS ITALIANO	100.0	13.0	12.1	10.4	9.3	1.8	.9	6.7	5.3	2.6	4.6	5.8	87.0
TUTTO CUCINA	100.0	11.6	10.7	9.0	8.1	1.8	.8	7.7	3.0	5.2	3.5	2.9	88.4
TUTTO MAGLIA	100.0	10.3	9.4	8.0	7.3	1.6	.6	7.2	2.3	5.3	2.9	2.1	89.7
TUTTO MOTO	100.0	13.0	11.8	10.5	9.6	1.3	.8	5.8	6.0	2.1	4.8	6.1	87.0
TUTTO MUSICA & SPETTACOLO	100.0	12.5	11.5	10.3	9.5	1.3	.7	5.9	5.6	2.3	4.2	5.9	87.5
TUTTO TURISMO	100.0	13.7	12.5	11.0	10.0	1.6	.9	7.2	5.3	3.2	5.3	5.2	86.3
TUTTO UNCINETTO	100.0	10.4	9.5	8.0	7.2	1.6	.7	7.0	2.5	5.1	3.0	2.3	89.6
VELA E MOTORE	100.0	15.0	13.5	11.2	10.2	2.1	1.2	7.9	5.7	3.8	5.3	5.9	85.0
VITAL	100.0	15.5	14.4	12.9	11.7	2.0	.7	8.6	5.9	4.0	5.7	5.8	84.5
WEEKEND	100.0	15.9	14.9	13.2	11.8	2.3	.9	9.8	5.2	4.4	6.2	5.3	84.1
ZOOM	100.0	16.2	15.5	14.0	12.9	1.6	1.0	9.3	6.2	2.0	7.8	6.4	83.8
DIANA (Quindicinale)	100.0	10.3	9.1	7.5	6.6	1.5	1.0	5.1	4.1	2.5	3.9	3.9	89.7

Uomini

Lettori ultimo periodo

analisi secondo: ● consumo di cibi in scatola per cani o gatti

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	9.9	9.0	7.7	7.1	1.2	.7	4.8	4.2	1.8	3.8	4.3	90.1
PERIODICI	100.0	12.2	11.2	9.7	9.0	1.4	.8	6.1	5.1	2.2	4.8	5.3	87.8
SETTIMANALI	100.0	11.9	10.9	9.4	8.6	1.4	.8	6.0	4.9	2.0	4.8	5.1	88.1
ALBO BLITZ.....	100.0	11.3	10.0	8.5	7.9	1.2	.9	4.9	5.1	1.8	3.9	5.6	88.7
AMICA.....	100.0	14.1	12.8	11.1	10.5	1.5	.9	6.9	6.0	2.1	5.8	6.2	85.9
ANNA.....	100.0	13.8	12.6	11.0	10.2	1.6	.9	6.9	5.7	2.1	5.8	5.9	86.2
AUTOSPRINT.....	100.0	13.1	11.8	10.5	9.7	1.2	.9	5.8	5.9	1.9	5.1	6.1	86.9
BELLA.....	100.0	13.1	12.0	10.3	9.6	1.6	.8	6.4	5.6	2.1	5.5	5.6	86.9
CIAO 2001.....	100.0	13.0	12.2	11.1	10.2	.9	1.1	5.6	6.6	1.6	4.2	7.2	87.0
CONFIDENZE.....	100.0	11.8	10.6	9.1	8.5	1.4	.8	5.8	4.8	2.3	4.6	4.8	88.2
DOLLY.....	100.0	11.3	10.3	9.1	8.6	.9	.8	4.8	5.5	1.3	3.9	6.1	88.7
DOMENICA DEL CORRIERE.....	100.0	12.5	11.4	9.6	9.0	1.5	.9	6.2	5.2	2.1	5.1	5.3	87.5
DOMENICA QUIZ.....	100.0	11.0	10.0	8.3	7.8	1.3	.9	5.4	4.5	2.2	4.1	4.7	89.0
EPOCA.....	100.0	13.9	12.6	10.8	10.2	1.6	.8	7.1	5.6	2.2	6.0	5.6	86.1
L'ESPRESSO.....	100.0	13.4	12.3	10.7	10.0	1.3	1.0	6.9	5.4	1.9	5.6	5.8	86.6
EUROPEO.....	100.0	13.3	12.2	10.6	9.8	1.5	.9	6.7	5.4	2.1	5.6	5.6	86.7
EVA EXPRESS.....	100.0	12.5	11.3	9.8	9.1	1.3	.8	5.9	5.4	2.1	4.8	5.6	87.5
FAMIGLIA CRISTIANA.....	100.0	12.4	11.4	9.8	9.1	1.5	.8	6.0	5.4	2.1	4.9	5.4	87.6
GENTE.....	100.0	12.6	11.6	9.9	9.2	1.5	.8	6.2	5.4	2.1	5.1	5.5	87.4
GIOIA.....	100.0	13.4	12.1	10.4	9.5	1.6	1.0	6.3	5.8	2.1	5.3	6.0	86.6
IL GIORNALINO.....	100.0	13.2	12.3	10.4	9.8	1.6	.9	6.8	5.4	2.2	5.3	5.7	86.8
GRAND HOTEL.....	100.0	10.2	9.2	7.9	7.2	1.2	.8	4.8	4.4	1.9	3.7	4.6	89.8
GRAZIA.....	100.0	14.3	13.0	11.2	10.5	1.6	.9	7.0	6.0	2.2	6.0	6.1	85.7
GUERIN SPORTIVO.....	100.0	13.1	12.0	10.5	9.9	1.2	.9	6.1	5.9	1.8	4.8	6.5	86.9
GUIDA CUCINA.....	100.0	11.8	10.8	9.3	8.6	1.3	.9	6.3	4.5	2.2	4.9	4.7	88.2
GUIDA TV.....	100.0	11.4	10.4	9.0	8.4	1.2	.8	5.6	4.8	1.9	4.5	4.9	88.6
INTIMITA'.....	100.0	12.4	11.2	9.6	8.9	1.5	.9	6.2	5.0	2.4	4.8	5.1	87.6
INTREPIDO.....	100.0	10.2	9.2	8.0	7.3	1.1	.8	4.6	4.6	1.6	3.7	4.9	89.8
IL MONDO.....	100.0	16.6	15.3	13.6	12.6	1.7	1.0	9.1	6.3	2.1	8.4	6.2	83.4
MONDO ECONOMICO.....	100.0	16.2	14.9	12.7	11.7	2.0	1.2	8.2	6.7	2.5	6.9	6.8	83.8
IL MONELLO.....	100.0	11.5	10.4	9.0	8.3	1.3	.8	5.2	5.2	1.8	4.1	5.6	88.5
NOVELLA 2000.....	100.0	12.2	11.1	9.5	8.9	1.3	.8	5.9	5.2	2.1	4.7	5.3	87.8
OGGI.....	100.0	12.9	11.8	10.1	9.4	1.5	.9	6.3	5.5	2.1	5.1	5.6	87.1
ONDA TV.....	100.0	10.8	9.8	8.5	7.9	1.1	.7	5.3	4.5	1.9	4.4	4.5	89.2
PANORAMA.....	100.0	14.1	12.9	11.4	10.6	1.4	1.0	7.1	5.8	2.0	5.8	6.3	85.9
RADIOCORRIERE TV.....	100.0	11.9	10.9	9.3	8.6	1.4	.9	5.9	5.0	2.0	4.7	5.3	88.1
RAGAZZA IN.....	100.0	11.3	10.5	9.1	8.5	1.0	1.0	5.1	5.4	1.4	4.1	5.8	88.7
ROMBO.....	100.0	13.7	12.2	10.9	10.0	1.2	.9	5.5	6.7	1.7	5.2	6.7	86.3
SORRISI E CANZONI TV.....	100.0	11.6	10.5	9.2	8.5	1.2	.8	5.4	5.1	1.8	4.4	5.4	88.4
STARTER.....	100.0	12.2	10.8	9.7	9.0	.8	.9	4.9	5.9	1.8	4.1	6.4	87.8
STOP.....	100.0	12.3	11.2	9.6	9.0	1.4	.8	5.8	5.4	2.1	5.0	5.2	87.7
TELESETTE.....	100.0	11.2	10.1	8.8	8.2	1.2	.8	5.3	4.8	1.9	4.4	5.0	88.8
TOPOLINO.....	100.0	12.8	11.7	10.3	9.4	1.4	.9	6.4	5.3	1.9	4.9	6.0	87.2

Donne

Lettori ultimo periodo

analisi secondo: ● consumo di cibi in scatola per cani o gatti

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso lo	deciso insieme	decidono altri	
TOTALE	100.0	9.9	9.1	7.8	6.9	1.7	.5	6.9	2.2	5.2	2.8	1.9	90.1
PERIODICI	100.0	12.2	11.2	9.6	8.6	2.1	.5	8.6	2.5	6.4	3.5	2.3	87.8
SETTIMANALI	100.0	12.2	11.2	9.6	8.5	2.2	.5	8.6	2.7	6.4	3.5	2.3	87.8
ALBO BLITZ.....	100.0	12.1	10.9	9.0	8.2	1.9	.7	8.1	2.8	5.6	4.0	2.5	87.9
AMICA.....	100.0	14.0	12.9	11.1	9.9	2.3	.7	9.7	3.2	7.0	4.3	2.7	86.0
ANNA.....	100.0	13.9	12.8	11.1	10.0	2.2	.6	9.7	3.1	7.1	4.2	2.6	86.1
AUTOSPRINT.....	100.0	13.3	12.2	10.4	9.2	2.2	.8	8.7	3.6	6.2	3.9	3.2	86.7
BELLA.....	100.0	13.5	12.5	10.9	9.7	2.2	.6	9.8	2.7	7.3	3.8	2.4	86.5
CIAO 2001.....	100.0	14.5	13.5	12.3	10.9	2.1	.4	7.0	6.5	3.0	5.1	6.4	85.5
CONFIDENZE.....	100.0	12.1	11.2	9.6	8.7	1.9	.6	8.6	2.6	6.5	3.3	2.4	87.9
DOLLY.....	100.0	12.4	11.3	10.1	9.4	1.4	.5	6.1	5.3	2.5	4.5	5.4	87.6
DOMENICA DEL CORRIERE.....	100.0	12.5	11.6	10.1	9.0	2.1	.5	9.2	2.4	6.8	3.7	2.0	87.5
DOMENICA QUIZ.....	100.0	13.6	12.5	10.8	9.7	2.1	.7	9.3	3.2	7.1	3.8	2.7	86.4
EPOCA.....	100.0	14.2	13.1	11.3	10.1	2.5	.5	10.4	2.8	7.6	4.2	2.4	85.8
L'ESPRESSO.....	100.0	13.5	12.6	11.1	10.0	2.0	.6	9.8	2.8	6.9	4.4	2.3	86.5
EUROPEO.....	100.0	13.7	12.7	11.0	9.9	2.2	.6	10.1	2.6	7.4	4.2	2.1	86.3
EVA EXPRESS.....	100.0	13.0	12.0	10.4	9.2	2.1	.7	9.2	2.9	6.7	3.6	2.6	87.0
FAMIGLIA CRISTIANA.....	100.0	12.3	11.3	9.8	8.9	1.9	.5	8.8	2.5	6.4	3.7	2.2	87.7
GENTE.....	100.0	12.7	11.8	10.2	9.1	2.1	.6	9.2	2.5	6.9	3.7	2.2	87.3
GIOIA.....	100.0	13.2	12.2	10.5	9.4	2.2	.6	8.9	3.3	6.4	4.0	2.8	86.8
IL GIORNALINO.....	100.0	13.0	11.9	10.3	9.5	1.8	.6	9.0	2.9	6.8	3.2	3.0	87.0
GRAND HOTEL.....	100.0	10.8	9.9	8.3	7.5	1.7	.7	7.4	2.5	5.4	3.0	2.4	89.2
GRAZIA.....	100.0	13.8	12.8	11.1	10.0	2.2	.6	9.7	3.1	6.9	4.3	2.7	86.2
GUERIN SPORTIVO.....	100.0	13.4	12.2	10.7	9.7	1.9	.6	8.1	4.2	4.7	4.3	4.4	86.6
GUIDA CUCINA.....	100.0	12.0	11.1	9.6	8.5	1.9	.6	8.4	2.7	6.2	3.5	2.3	88.0
GUIDA TV.....	100.0	11.9	11.1	9.7	8.7	1.9	.6	8.4	2.7	5.8	3.5	2.6	88.1
INTIMITA'.....	100.0	12.5	11.5	9.8	8.9	2.0	.6	9.1	2.3	7.0	3.2	2.2	87.5
INTREPIDO.....	100.0	11.3	10.2	8.8	7.9	1.6	.7	7.2	3.0	5.0	3.5	2.7	88.7
IL MONDO.....	100.0	16.5	15.7	12.7	11.3	3.8	.5	12.4	3.2	8.8	5.4	2.2	83.5
MONDO ECONOMICO.....	100.0	15.0	14.1	12.1	10.9	2.7	.4	10.4	3.6	6.8	4.8	3.3	85.0
IL MONELLO.....	100.0	12.4	11.3	10.0	8.9	1.8	.6	8.0	3.3	5.4	3.9	3.1	87.6
NOVELLA 2000.....	100.0	12.6	11.5	9.9	8.8	2.0	.7	8.8	2.8	6.3	3.6	2.7	87.4
OGGI.....	100.0	12.9	11.9	10.4	9.3	2.1	.6	9.4	2.5	6.9	3.8	2.2	87.1
ONDA TV.....	100.0	11.4	10.8	9.4	8.6	1.7	.5	7.8	2.9	5.6	2.8	3.0	88.6
PANORAMA.....	100.0	13.9	12.9	11.3	10.2	2.1	.6	9.8	3.1	6.9	4.4	2.5	86.1
RADIOCORRIERE TV.....	100.0	12.1	11.2	9.7	8.8	1.9	.5	8.6	2.6	6.3	3.5	2.3	87.9
RAGAZZA IN.....	100.0	12.5	11.5	10.1	9.3	1.6	.5	6.2	5.3	3.2	3.8	5.5	87.5
ROMBO.....	100.0	13.8	12.7	10.8	9.9	2.3	.6	7.1	5.7	4.1	4.6	5.0	86.2
SORRISI E CANZONI TV.....	100.0	11.8	10.9	9.4	8.5	1.8	.6	7.9	3.0	5.5	3.5	2.8	88.2
STARTER.....	100.0	12.7	11.3	9.6	8.8	1.7	.8	8.0	3.3	5.5	4.0	3.1	87.3
STOP.....	100.0	12.7	11.8	10.2	9.1	2.2	.6	9.4	2.4	7.0	3.4	2.3	87.3
TELESETTE.....	100.0	11.6	10.7	9.3	8.3	1.8	.6	8.1	2.7	5.7	3.3	2.6	88.4
TOPOLINO.....	100.0	12.9	11.9	10.4	9.4	1.9	.7	8.5	3.4	5.8	3.9	3.2	87.1

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● consumo di cibi in scatola per cani o gatti

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso lo	deciso insieme	decidono altri	
TOTALE	100.0	9.3	8.6	7.1	6.4	1.5	.6	7.5	1.1	6.4	2.1	.9	90.7
PERIODICI	100.0	11.9	10.8	9.0	8.2	2.0	.6	9.7	1.2	8.4	2.5	.9	88.1
SETTIMANALI	100.0	11.8	10.8	8.9	8.1	2.0	.6	9.5	1.2	8.3	2.5	1.0	88.2
ALBO BLITZ.....	100.0	9.8	8.9	7.4	6.7	1.3	.8	8.2	.7	6.8	2.1	.8	90.2
AMICA.....	100.0	13.5	12.5	10.4	9.3	2.4	.8	11.3	1.2	9.6	2.9	1.0	86.5
ANNA.....	100.0	13.4	12.5	10.5	9.4	2.3	.8	11.3	1.2	9.5	2.9	1.0	86.6
AUTOSPRINT.....	100.0	11.5	10.5	8.8	8.0	1.7	.9	9.4	1.1	7.9	2.6	1.0	88.5
BELLA.....	100.0	13.1	12.2	10.4	9.2	2.2	.8	11.0	1.2	9.2	2.8	1.1	86.9
CIAO 2001.....	100.0	10.8	10.1	8.2	7.4	1.9	.8	8.6	1.5	8.1	1.9	.8	89.2
CONFIDENZE.....	100.0	11.5	10.6	8.8	8.1	1.8	.7	9.3	1.3	8.2	2.3	1.0	88.5
DOLLY.....	100.0	11.4	10.4	7.7	7.1	1.8	1.5	8.6	1.9	7.6	1.9	1.8	88.6
DOMENICA DEL CORRIERE.....	100.0	12.0	11.1	9.4	8.6	1.9	.6	10.0	1.1	8.3	2.7	1.0	88.0
DOMENICA QUIZ.....	100.0	12.5	11.5	9.6	8.6	2.0	.9	10.2	1.3	9.0	2.6	1.0	87.5
EPOCA.....	100.0	13.7	12.7	10.7	9.7	2.3	.6	11.6	1.1	9.5	3.2	1.0	86.3
L'ESPRESSO.....	100.0	13.2	12.3	10.6	9.5	2.1	.8	11.1	1.2	9.2	3.1	.9	86.8
EUROPEO.....	100.0	12.8	11.8	10.2	9.2	2.0	.6	10.8	1.1	8.9	3.0	.9	87.2
EVA EXPRESS.....	100.0	12.2	11.3	9.5	8.5	1.9	.9	10.0	1.3	8.8	2.4	1.1	87.8
FAMIGLIA CRISTIANA.....	100.0	12.1	11.2	9.4	8.8	1.8	.6	9.9	1.3	8.1	3.0	1.1	87.9
GENTE.....	100.0	12.3	11.4	9.7	8.8	2.0	.7	10.2	1.2	8.7	2.7	.9	87.7
GIOIA.....	100.0	12.8	11.8	9.9	8.9	2.2	.8	10.5	1.3	9.0	2.7	1.1	87.2
IL GIORNALINO.....	100.0	13.5	12.6	10.6	10.0	1.9	.7	11.2	1.4	9.2	2.9	1.4	86.5
GRAND HOTEL.....	100.0	10.1	9.3	7.4	6.8	1.6	.9	8.1	1.2	7.0	2.0	1.1	89.9
GRAZIA.....	100.0	13.4	12.5	10.5	9.4	2.3	.8	11.3	1.2	9.5	2.9	1.0	86.6
GUERIN SPORTIVO.....	100.0	11.2	10.5	8.9	8.2	1.3	.9	9.4	1.1	7.2	2.8	1.1	88.8
GUIDA CUCINA.....	100.0	11.5	10.6	9.1	7.9	1.9	.8	9.5	1.1	8.0	2.6	.9	88.5
GUIDA TV.....	100.0	11.1	10.3	8.6	7.8	1.7	.8	9.2	1.0	7.9	2.2	1.0	88.9
INTIMITA'.....	100.0	12.0	11.1	9.2	8.5	1.9	.7	9.8	1.2	8.5	2.4	1.1	88.0
INTREPIDO.....	100.0	10.1	9.2	7.6	6.9	1.4	.9	8.1	1.1	7.1	2.1	.9	89.9
IL MONDO.....	100.0	15.1	14.3	11.8	10.2	3.6	.5	13.2	1.1	9.7	4.4	.9	84.9
MONDO ECONOMICO.....	100.0	14.3	13.6	11.7	10.4	2.8	.4	12.0	1.7	9.1	3.6	1.6	85.7
IL MONELLO.....	100.0	11.1	10.3	8.7	7.8	1.8	.7	9.3	1.0	8.0	2.2	.9	88.9
NOVELLA 2000.....	100.0	11.7	10.7	8.8	8.0	1.9	.9	9.6	1.2	8.3	2.3	1.1	88.3
OGGI.....	100.0	12.5	11.6	9.9	9.0	2.0	.7	10.5	1.1	8.7	2.9	1.0	87.5
ONDA TV.....	100.0	10.6	9.9	8.3	7.7	1.6	.7	8.9	1.1	7.5	2.1	.9	89.4
PANORAMA.....	100.0	13.2	12.3	10.6	9.5	2.1	.7	11.1	1.1	9.2	3.1	.9	86.8
RADIOCORRIERE TV.....	100.0	11.8	10.9	9.2	8.3	1.9	.7	9.8	1.0	8.3	2.6	.9	88.2
RAGAZZA IN.....	100.0	11.5	10.5	8.0	7.4	1.8	1.3	8.8	1.7	8.0	2.0	1.5	88.5
ROMBO.....	100.0	11.0	10.3	8.6	7.7	1.6	1.0	8.9	1.4	7.9	2.4	.7	89.0
SORRISI E CANZONI TV.....	100.0	11.1	10.3	8.5	7.7	1.8	.9	9.1	1.3	7.7	2.3	1.1	88.9
STARTER.....	100.0	8.7	7.8	6.9	6.3	.8	.7	7.3	.5	6.2	2.0	.5	91.3
STOP.....	100.0	11.9	11.1	9.3	8.4	2.0	.7	9.9	1.2	8.5	2.4	1.0	88.1
TELESETTE.....	100.0	10.7	9.9	8.3	7.5	1.7	.8	8.9	1.0	7.7	2.1	.9	89.3
TOPOLINO.....	100.0	12.2	11.3	9.5	8.6	1.8	.9	10.1	1.2	8.6	2.6	1.1	87.8

Adulti

Lettori ultimo periodo
analisi secondo: ● consumo di shampoo

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	88.0	85.7	74.7	39.8	43.5	2.4	46.6	39.1	45.6	25.2	17.1	12.0
PERIODICI	100.0	91.7	90.4	82.5	47.7	41.1	1.6	51.9	38.5	49.8	26.5	15.4	8.3
SETTIMANALI	100.0	91.5	90.2	82.4	47.9	40.8	1.5	52.4	37.8	50.0	26.4	15.1	8.5
ALBO BLITZ.....	100.0	97.4	96.8	91.5	67.0	29.0	.8	44.8	52.0	40.1	32.5	24.8	2.6
AMICA.....	100.0	91.9	90.6	82.7	46.2	42.6	1.8	58.5	32.0	60.3	21.6	10.1	8.1
ANNA.....	100.0	90.8	89.3	80.8	43.0	44.3	2.0	58.7	30.7	60.2	21.0	9.6	9.2
AUTOSPRINT.....	100.0	97.2	96.6	91.9	68.4	27.6	.7	46.2	50.4	42.8	32.3	22.1	2.8
BELLA.....	100.0	90.5	89.0	80.1	40.6	46.3	2.1	59.4	29.6	61.0	20.4	9.2	9.5
CIAO 2001.....	100.0	98.0	97.4	93.6	68.8	28.0	.6	46.6	50.9	47.3	31.9	18.7	2.0
CONFIDENZE.....	100.0	90.1	88.4	78.8	39.7	46.5	2.2	57.3	31.2	59.1	20.7	10.3	9.9
DOLLY.....	100.0	98.2	97.8	93.2	62.1	35.2	.5	52.7	45.1	52.2	30.8	15.3	1.8
DOMENICA DEL CORRIERE.....	100.0	88.8	87.2	77.7	42.8	42.2	2.2	44.7	42.5	41.7	27.3	19.7	11.2
DOMENICA QUIZ.....	100.0	94.5	93.5	86.7	54.3	37.7	1.4	52.4	41.1	49.8	27.7	17.0	5.5
EPOCA.....	100.0	90.5	89.2	81.1	46.4	40.9	1.9	47.4	41.8	44.5	27.6	18.4	9.5
L'ESPRESSO.....	100.0	94.8	93.8	87.7	57.3	35.2	1.3	51.1	42.7	49.0	28.8	17.0	5.2
EUROPEO.....	100.0	93.1	92.1	85.3	53.9	36.7	1.4	47.6	44.5	45.1	28.8	19.2	6.9
EVA EXPRESS.....	100.0	91.4	90.0	81.8	46.8	41.4	1.8	55.3	34.7	56.3	22.6	12.5	8.6
FAMIGLIA CRISTIANA.....	100.0	87.8	85.7	75.3	39.2	44.0	2.5	46.2	39.5	44.6	25.5	17.7	12.2
GENTE.....	100.0	89.6	88.0	78.8	43.0	42.8	2.2	50.7	37.3	50.5	24.3	14.8	10.4
GIOIA.....	100.0	91.4	90.0	81.3	43.7	44.3	2.0	57.6	32.4	58.6	22.1	10.8	8.6
IL GIORNALINO.....	100.0	94.5	92.9	85.7	49.7	41.8	1.5	52.0	40.9	49.1	27.8	17.7	5.5
GRAND HOTEL.....	100.0	91.9	90.3	81.1	45.1	43.4	1.8	52.9	37.3	51.3	24.9	15.7	8.1
GRAZIA.....	100.0	91.0	89.5	81.3	44.5	43.0	2.0	56.5	33.0	58.2	22.1	10.7	9.0
GUERIN SPORTIVO.....	100.0	97.5	97.0	92.1	67.4	28.8	.7	43.5	53.5	38.5	34.5	24.6	2.5
GUIDA CUCINA.....	100.0	93.8	92.7	84.6	46.1	44.9	1.6	61.5	31.2	61.8	22.2	9.8	6.2
GUIDA TV.....	100.0	92.6	91.3	83.3	50.3	39.5	1.5	49.6	41.7	47.3	27.4	17.9	7.4
INTIMITA'.....	100.0	89.7	88.0	78.5	39.2	46.7	2.2	57.0	31.0	58.1	20.9	10.7	10.3
INTREPIDO.....	100.0	97.1	96.3	90.3	62.4	33.0	.9	45.9	50.4	41.3	32.1	23.6	2.9
IL MONDO.....	100.0	94.9	94.3	88.9	61.4	32.1	.8	48.3	46.0	46.9	30.0	17.9	5.1
MONDO ECONOMICO.....	100.0	94.3	93.7	87.8	57.1	35.8	.9	46.6	47.1	42.8	30.5	21.0	5.7
IL MONELLO.....	100.0	96.8	96.1	90.1	61.5	33.7	.9	48.4	47.7	44.9	30.7	21.2	3.2
NOVELLA 2000.....	100.0	92.0	90.7	82.8	47.9	41.0	1.7	54.6	36.1	54.3	23.8	13.9	8.0
OGGI.....	100.0	90.1	88.5	79.5	43.8	42.6	2.1	50.7	37.8	49.6	25.0	15.5	9.9
ONDA TV.....	100.0	94.5	93.4	85.9	51.8	40.4	1.2	51.4	42.0	49.4	27.7	17.5	5.5
PANORAMA.....	100.0	94.7	93.7	87.7	57.8	34.7	1.3	50.3	43.4	49.2	28.4	17.1	5.3
RADIOCORRIERE TV.....	100.0	91.8	90.4	82.1	48.1	40.5	1.8	48.5	41.9	45.6	27.7	18.5	8.2
RAGAZZA IN.....	100.0	98.0	97.5	92.0	59.8	37.1	.6	52.7	44.7	51.3	30.0	16.6	2.0
ROMBO.....	100.0	98.3	97.8	93.4	73.6	23.7	.5	43.9	54.0	39.2	34.1	24.9	1.7
SORRISI E CANZONI TV.....	100.0	93.9	92.7	85.1	51.6	39.7	1.4	51.9	40.8	49.8	27.4	16.8	6.1
STARTER.....	100.0	97.9	97.3	92.9	72.5	24.2	.6	43.6	53.8	41.9	32.0	24.0	2.1
STOP.....	100.0	86.8	85.1	74.7	39.0	43.5	2.6	48.7	36.3	49.5	22.6	14.7	13.2
TELESETTE.....	100.0	94.3	93.3	86.0	54.1	37.8	1.3	50.5	42.7	48.4	28.0	18.0	5.7
TOPOLINO.....	100.0	96.5	95.6	89.6	58.6	36.0	1.0	52.5	43.0	49.5	29.1	17.9	3.5

Uomini

Lettori ultimo periodo
analisi secondo: ● consumo di shampoo

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	decisione	decisione insieme	decidono altri	
TOTALE	100.0	90.5	88.8	79.8	50.3	36.7	1.8	36.6	52.2	29.9	33.1	27.6	9.5
PERIODICI	100.0	94.4	93.5	87.4	58.8	33.7	1.0	41.8	51.7	34.7	34.5	25.1	5.6
SETTIMANALI	100.0	94.5	93.7	87.7	58.9	33.8	1.0	42.4	51.3	34.7	34.9	24.9	5.5
ALBO BLITZ.....	100.0	97.5	96.8	91.6	68.6	27.4	.7	41.9	54.9	36.2	37.1	27.1	2.5
AMICA.....	100.0	94.6	93.9	88.3	61.8	31.3	.9	41.8	52.1	36.8	32.8	25.0	5.4
ANNA.....	100.0	94.0	93.3	87.1	59.5	32.8	1.0	41.6	51.6	35.5	33.1	25.4	6.0
AUTOSPRINT.....	100.0	97.8	97.3	93.0	72.2	24.6	.6	42.7	54.6	38.2	34.6	25.0	2.2
BELLA.....	100.0	93.0	92.1	85.1	56.7	34.2	1.2	39.7	52.4	31.8	34.1	27.1	7.0
CIAO 2001.....	100.0	99.4	99.1	95.9	78.0	20.5	.5	41.6	57.5	39.0	34.8	25.6	.6
CONFIDENZE.....	100.0	91.6	90.3	81.7	50.6	38.1	1.7	37.6	52.7	29.4	33.8	28.4	8.4
DOLLY.....	100.0	98.4	97.8	92.9	70.6	26.7	.5	37.8	60.0	32.8	35.1	30.4	1.6
DOMENICA DEL CORRIERE.....	100.0	91.3	90.1	82.1	50.0	38.6	1.5	38.4	51.7	30.7	33.5	27.0	8.7
DOMENICA QUIZ.....	100.0	95.7	94.9	89.3	62.2	31.8	.9	43.5	51.5	36.8	34.2	24.8	4.3
EPOCA.....	100.0	92.3	91.5	84.5	52.9	37.3	1.3	40.8	50.7	33.1	33.5	25.7	7.7
L'ESPRESSO.....	100.0	95.6	94.9	89.7	63.3	30.7	.9	44.3	50.6	38.9	33.8	22.9	4.4
EUROPEO.....	100.0	94.3	93.5	87.6	59.3	33.1	1.1	42.4	51.1	37.0	33.0	24.3	5.7
EVA EXPRESS.....	100.0	95.5	94.8	89.1	64.4	29.6	.8	42.1	52.7	36.0	33.7	25.8	4.5
FAMIGLIA CRISTIANA.....	100.0	90.4	89.0	80.1	49.4	37.8	1.8	36.2	52.8	28.2	33.6	28.6	9.6
GENTE.....	100.0	92.6	91.6	84.4	55.0	35.3	1.3	39.4	52.2	32.8	33.5	26.3	7.4
GIOIA.....	100.0	93.9	93.1	86.4	58.4	33.6	1.1	39.7	53.4	33.1	33.5	27.3	6.1
IL GIORNALINO.....	100.0	94.9	93.8	87.0	59.6	33.4	.9	36.8	57.0	29.2	35.6	30.1	5.1
GRAND HOTEL.....	100.0	93.5	92.3	84.3	56.2	34.7	1.4	38.4	53.9	30.7	33.9	28.9	6.5
GRAZIA.....	100.0	93.3	92.5	85.8	56.9	34.5	1.1	40.0	52.5	34.1	33.2	26.0	6.7
GUERIN SPORTIVO.....	100.0	97.6	97.1	92.2	69.0	27.4	.7	41.3	55.7	35.5	35.6	26.5	2.4
GUIDA CUCINA.....	100.0	96.0	95.2	89.7	61.8	32.6	.8	44.1	51.1	36.2	35.1	24.7	4.0
GUIDA TV.....	100.0	94.1	93.2	86.1	58.6	33.4	1.1	39.8	53.3	32.8	34.3	27.0	5.9
INTIMITA'.....	100.0	93.7	92.7	85.3	55.3	36.2	1.2	39.8	53.0	31.5	34.3	28.0	6.3
INTREPIDO.....	100.0	97.2	96.5	90.7	66.0	29.7	.8	40.5	56.1	34.2	35.1	28.0	2.8
IL MONDO.....	100.0	95.4	95.0	90.2	64.4	30.1	.6	44.1	50.9	41.8	32.5	21.1	4.6
MONDO ECONOMICO.....	100.0	94.4	94.0	88.3	59.1	34.2	.7	42.7	51.2	37.8	32.4	24.2	5.6
IL MONELLO.....	100.0	97.4	96.7	91.3	67.3	28.7	.7	41.1	55.6	35.0	35.1	27.2	2.6
NOVELLA 2000.....	100.0	95.0	94.1	87.9	62.0	31.1	1.0	40.8	53.4	34.0	34.2	26.8	5.0
OGGI.....	100.0	92.5	91.5	84.2	54.6	35.6	1.3	39.4	52.1	32.5	33.6	26.4	7.5
ONDA TV.....	100.0	95.5	94.5	88.0	61.2	32.4	.9	39.5	55.0	32.8	35.3	27.4	4.5
PANORAMA.....	100.0	96.0	95.3	90.4	65.0	29.5	.9	43.6	51.8	39.3	33.5	23.2	4.0
RADIOCORRIERE TV.....	100.0	93.8	92.8	85.7	57.2	34.4	1.3	40.0	52.8	32.8	34.1	27.0	6.2
RAGAZZA IN.....	100.0	98.2	97.6	91.6	68.6	28.5	.5	37.4	60.2	31.5	35.1	31.6	1.8
ROMBO.....	100.0	98.6	98.2	93.8	75.3	22.5	.4	42.6	55.6	37.5	34.9	26.3	1.4
SORRISI E CANZONI TV.....	100.0	95.7	94.9	88.7	63.0	30.9	1.0	39.8	55.1	33.0	35.2	27.6	4.3
STARTER.....	100.0	98.0	97.5	93.2	73.8	23.0	.6	42.1	55.4	39.9	32.9	25.2	2.0
STOP.....	100.0	92.2	91.2	83.2	53.8	36.0	1.4	38.5	52.7	31.0	33.5	27.8	7.8
TELESETTE.....	100.0	96.0	95.2	89.1	63.8	30.6	.9	40.8	54.4	34.7	34.6	26.6	4.0
TOPOLINO.....	100.0	97.5	96.9	91.7	67.2	29.1	.7	41.6	55.3	34.6	35.8	27.1	2.5

Lettori ultimo periodo

analisi secondo: ● consumo di shampoo

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acqur.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	90.5	88.8	79.8	50.3	36.7	1.8	36.6	52.2	29.9	33.1	27.6	9.5
MENSILI	100.0	96.0	95.1	89.9	64.3	29.9	.9	43.9	51.2	37.4	35.2	23.4	4.0
ABITARE	100.0	95.9	95.3	90.1	63.8	30.6	.9	43.6	51.7	39.8	33.6	22.6	4.1
AD	100.0	96.8	96.2	92.1	67.8	27.8	.6	44.9	51.3	44.6	31.3	20.8	3.2
AIRONE	100.0	96.6	96.0	91.4	68.2	27.1	.7	43.3	52.7	39.3	33.9	23.4	3.4
ALTA FEDELTA'	100.0	98.0	97.6	93.4	71.5	25.4	.7	41.1	56.6	36.9	35.2	25.9	2.0
ASTRA	100.0	97.7	97.2	93.0	71.3	25.4	.6	44.6	52.7	40.7	33.6	23.4	2.3
ATLANTE	100.0	95.7	95.0	89.4	62.1	32.2	.8	41.9	53.1	36.6	33.8	25.4	4.3
AUTO CAPITAL	100.0	96.8	96.5	92.5	70.9	25.1	.5	41.3	55.2	40.3	32.6	24.0	3.2
L'AUTOMOBILE	100.0	94.8	94.0	87.8	59.3	33.8	.9	40.9	53.1	33.6	34.8	26.4	5.2
BENISSIMO	100.0	97.5	96.9	91.9	67.8	28.6	.6	40.7	56.2	34.0	35.3	28.2	2.5
BRAVA CASA	100.0	96.6	96.1	91.1	65.6	29.7	.8	45.7	50.4	40.3	33.6	22.7	3.4
CAPITAL	100.0	95.8	95.4	90.7	65.8	28.9	.7	42.8	52.6	40.8	32.6	22.5	4.2
CASAVIVA	100.0	95.9	95.3	90.0	63.7	30.7	.9	44.4	50.9	38.5	34.2	23.2	4.1
100 COSE	100.0	97.8	97.4	93.1	70.4	26.5	.5	39.7	57.7	35.7	34.4	27.8	2.2
CONSIGLI PRATICI	100.0	96.8	95.9	90.4	59.0	36.1	.8	42.8	53.1	35.1	34.4	27.4	3.2
CORTO MALTESE	100.0	97.9	97.1	93.2	74.2	22.6	.4	45.5	51.7	46.1	31.6	20.2	2.1
COSMOPOLITAN	100.0	96.9	96.5	92.2	70.5	25.5	.5	42.3	54.1	39.8	32.9	24.2	3.1
LA CUCINA ITALIANA	100.0	92.9	91.9	84.7	53.6	37.0	1.4	40.6	51.4	33.7	32.8	26.4	7.1
DONNAPIU'	100.0	96.7	96.1	91.2	67.5	27.9	.7	43.7	52.4	38.5	33.8	24.4	3.3
ESPANSIONE	100.0	94.6	94.4	89.4	64.7	29.1	.7	43.1	51.3	42.8	32.2	19.6	5.4
FOTOGRAFARE	100.0	97.5	97.1	93.0	71.0	25.6	.6	46.5	50.6	40.0	34.5	23.0	2.5
GARDENIA	100.0	95.8	95.0	89.6	60.9	33.2	.8	41.8	53.2	37.1	32.6	26.1	4.2
GENTE MONEY	100.0	95.9	95.5	90.9	65.8	28.9	.8	43.1	52.4	39.1	33.6	23.2	4.1
GENTE MOTORI	100.0	96.6	96.0	90.9	66.2	29.1	.7	41.4	54.7	35.3	35.0	26.3	3.4
GENTE VIAGGI	100.0	96.4	96.0	91.2	68.5	26.8	.7	42.8	53.2	39.2	33.5	23.8	3.6
GIOIELLI	100.0	94.1	93.3	86.6	56.6	35.7	1.0	38.9	54.4	30.9	33.9	29.3	5.9
INSIEME	100.0	96.9	96.4	91.7	68.4	27.3	.7	45.5	51.0	36.3	37.3	23.3	3.1
JESUS	100.0	89.3	88.0	78.3	47.9	38.1	1.9	36.0	51.9	28.8	32.6	27.9	10.7
LEI	100.0	96.6	96.1	91.4	68.0	27.5	.6	38.9	57.1	35.7	33.3	27.6	3.4
LINUS	100.0	98.6	98.3	94.7	74.4	23.4	.5	44.0	54.2	40.8	34.1	23.6	1.4
MADRE	100.0	90.6	89.7	80.9	50.0	38.2	1.5	34.6	55.1	28.4	32.2	30.1	9.4
MANI DI FATA	100.0	93.4	92.3	84.5	54.8	36.1	1.4	40.0	52.3	30.4	35.0	28.0	6.6
MAX	100.0	98.7	98.5	95.2	78.0	20.2	.3	42.8	55.7	43.2	33.4	22.1	1.3
MESSAGGERO DI S.ANTONIO	100.0	89.8	88.0	78.8	47.7	38.3	2.0	35.9	52.1	27.2	34.2	28.5	10.2
LA MIA CASA	100.0	95.4	94.7	89.0	61.0	32.7	.9	40.6	54.1	34.2	35.8	25.3	4.6
MILLEIDEE	100.0	96.1	95.3	89.7	61.9	32.6	.8	41.0	54.3	33.0	35.1	28.0	3.9
MODA	100.0	95.5	94.5	88.6	62.9	30.7	1.0	39.8	54.7	33.9	34.3	27.2	4.5
MOTOCICLISMO	100.0	97.3	96.7	91.8	68.2	27.8	.7	39.2	57.5	33.7	35.2	28.4	2.7
MUSIC	100.0	99.2	98.8	94.7	75.8	22.5	.5	40.8	58.0	35.6	35.8	27.7	.8
NATURA OGGI	100.0	96.5	95.8	90.5	65.1	29.9	.9	43.1	52.7	36.0	36.2	24.4	3.5
PESCCARE	100.0	97.3	96.8	91.9	65.5	30.6	.8	43.5	53.4	34.8	35.1	27.4	2.7
PHOTO ITALIANA	100.0	97.6	97.2	93.3	72.9	23.9	.5	44.8	52.5	43.8	32.4	21.5	2.4
IL PIACERE	100.0	97.4	97.0	93.7	72.7	23.8	.5	45.3	51.7	44.5	32.1	20.8	2.6
PLAYMEN	100.0	96.8	96.3	90.7	64.7	31.0	.7	42.8	53.5	35.5	34.4	26.9	3.2
PM	100.0	98.0	97.7	94.1	73.6	23.6	.5	45.8	51.9	43.8	32.9	21.3	2.0
QUATTORRUOTE	100.0	96.2	95.5	90.2	64.6	30.1	.8	41.8	53.8	35.4	34.9	25.9	3.8
QUI TOURING	100.0	94.7	94.3	88.9	62.2	31.3	.8	42.6	51.7	38.9	32.7	23.1	5.3
RAKAM	100.0	92.8	91.7	84.2	52.1	38.2	1.4	39.4	52.3	31.0	33.8	28.1	7.2
ROCKSTAR	100.0	99.3	99.0	95.9	79.2	19.4	.4	41.0	58.1	38.5	35.2	25.6	.7
SALVE	100.0	95.8	95.2	89.9	65.3	29.1	.8	42.9	52.3	38.1	33.9	23.8	4.2
SCIENZA 2000	100.0	95.6	94.2	87.1	58.8	34.0	1.5	39.3	55.0	32.6	35.9	27.1	4.4
SCIENZA E VITA NUOVA	100.0	95.4	94.6	89.1	62.6	31.2	.9	40.0	54.6	31.9	36.4	27.1	4.6
LE SCIENZE	100.0	96.6	95.8	91.1	66.5	28.5	.8	44.9	50.8	39.5	34.7	22.3	3.4
SELEZIONE DAL R.DIGEST	100.0	93.7	92.9	86.2	57.0	34.9	1.1	40.1	52.8	32.7	34.3	26.7	6.3
STARBENE	100.0	95.8	95.0	89.7	64.9	29.2	.9	43.3	51.7	38.2	33.6	23.9	4.2
STORIA ILLUSTRATA	100.0	93.2	92.1	85.0	54.9	36.0	1.3	41.4	50.7	34.3	33.9	25.1	6.8
SUPER GOL	100.0	96.8	95.9	89.8	64.0	31.0	.9	39.3	56.7	32.3	36.4	28.1	3.2
IL TENNIS ITALIANO	100.0	96.2	95.5	89.7	64.0	30.6	.8	40.0	55.5	36.6	34.4	25.1	3.8
TUTTO CUCINA	100.0	94.6	93.4	86.5	57.3	34.9	1.2	41.8	51.5	33.8	34.5	26.2	5.4
TUTTO MAGLIA	100.0	95.1	94.0	87.2	60.2	32.7	1.1	41.7	52.3	33.7	34.0	27.3	4.9
TUTTO MOTO	100.0	97.9	97.4	92.8	70.0	26.8	.6	39.6	57.9	34.0	35.5	28.4	2.1
TUTTO MUSICA & SPETTACOLO	100.0	98.8	98.2	93.5	71.6	26.2	.5	38.1	60.2	33.2	36.2	29.3	1.2
TUTTO TURISMO	100.0	95.8	95.1	89.5	64.5	29.7	.9	41.8	53.4	35.7	34.2	25.8	4.2
TUTTO UNICNETTO	100.0	95.7	94.7	88.1	59.4	34.2	1.1	40.9	53.7	32.1	35.1	28.6	4.3
VELA E MOTORE	100.0	94.3	93.7	87.8	58.5	34.0	1.3	39.7	54.0	32.8	32.7	28.8	5.7
VITAL	100.0	97.9	97.6	94.3	73.5	23.7	.4	40.7	56.8	39.9	32.3	25.7	2.1
WEEKEND	100.0	93.8	93.5	88.3	62.5	30.2	.8	42.6	50.9	39.8	31.1	23.0	6.2
ZOOM	100.0	98.8	98.7	95.4	74.0	24.2	.4	45.0	53.7	46.3	30.5	22.0	1.2
DIANA (Quindicinale)	100.0	93.7	92.2	84.2	53.0	37.4	1.8	38.1	54.1	29.6	34.9	29.1	6.3

Donne

Lettori ultimo periodo

analisi secondo: ● consumo di shampoo

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	85.6	82.7	70.0	30.0	49.8	3.0	55.9	26.9	60.2	17.9	7.5	14.4
PERIODICI	100.0	89.3	87.4	76.0	37.4	47.9	2.1	61.3	26.1	63.8	19.1	6.3	10.7
SETTIMANALI	100.0	88.9	87.1	77.7	38.1	47.0	2.0	61.3	25.8	63.7	18.8	6.3	11.1
ALBO BLITZ.....	100.0	97.0	96.2	90.1	52.4	43.0	.8	70.0	26.2	73.8	18.0	5.3	3.0
AMICA.....	100.0	91.3	89.7	81.2	42.2	45.5	2.0	62.8	26.9	66.2	18.7	6.3	8.7
ANNA.....	100.0	90.2	88.5	79.5	39.7	46.6	2.2	62.0	26.5	65.2	18.6	6.4	9.8
AUTOSPRINT.....	100.0	94.1	92.9	85.8	47.3	44.1	1.5	65.5	27.4	68.2	19.7	6.1	5.9
BELLA.....	100.0	90.1	88.5	79.3	38.0	48.2	2.2	62.6	25.8	65.8	18.1	6.2	9.9
CIAO 2001.....	100.0	96.4	95.6	91.1	58.3	36.5	.8	52.2	43.3	56.8	28.7	10.9	3.6
CONFIDENZE.....	100.0	89.8	88.0	78.2	37.4	48.4	2.3	61.5	26.6	65.4	17.9	6.4	10.2
DOLLY.....	100.0	98.2	97.7	93.3	59.8	37.5	.5	56.7	41.0	57.5	29.6	11.2	1.8
DOMENICA DEL CORRIERE.....	100.0	84.5	82.2	70.2	30.4	48.4	3.4	55.5	26.7	60.8	16.6	7.1	15.5
DOMENICA QUIZ.....	100.0	92.9	91.4	82.9	42.8	46.4	2.2	65.4	26.1	68.7	18.4	5.8	7.1
EPOCA.....	100.0	87.4	85.5	75.5	35.7	46.8	3.0	58.4	27.1	63.4	17.7	6.3	12.6
L'ESPRESSO.....	100.0	93.2	91.6	83.9	45.5	44.1	1.9	64.4	27.2	68.7	19.0	5.4	6.8
EUROPEO.....	100.0	89.8	88.1	78.9	39.4	46.5	2.2	61.6	26.4	67.1	17.2	5.4	10.2
EVA EXPRESS.....	100.0	89.6	87.9	78.7	39.2	46.6	2.2	61.1	26.8	65.1	17.8	6.7	10.4
FAMIGLIA CRISTIANA.....	100.0	85.4	82.8	71.0	30.0	49.6	3.2	55.2	27.6	59.2	18.2	7.9	14.6
GENTE.....	100.0	87.5	85.5	74.8	34.4	48.2	2.8	58.8	26.7	63.2	17.7	6.6	12.5
GIOIA.....	100.0	90.9	89.2	80.1	40.2	46.8	2.2	61.8	27.5	64.6	19.4	6.9	9.1
IL GIORNALINO.....	100.0	94.2	92.1	84.7	41.0	49.1	2.0	65.2	26.9	66.4	20.9	6.9	5.8
GRAND HOTEL.....	100.0	90.8	89.0	79.1	37.9	49.0	2.0	62.4	26.6	64.7	19.0	7.1	9.2
GRAZIA.....	100.0	90.4	88.7	80.1	41.3	45.2	2.2	60.9	27.8	64.6	19.2	6.6	9.6
GUERIN SPORTIVO.....	100.0	97.0	96.3	90.8	54.1	41.3	.9	61.9	34.4	63.6	25.2	8.2	3.0
GUIDA CUCINA.....	100.0	93.2	92.0	83.2	41.7	48.3	1.9	66.3	25.7	69.0	18.6	5.6	6.8
GUIDA TV.....	100.0	90.7	89.1	79.9	40.6	46.6	2.0	61.1	28.1	64.3	19.3	7.1	9.3
INTIMITA'.....	100.0	88.6	86.8	76.8	35.1	49.3	2.4	61.4	25.4	64.7	17.5	6.4	11.4
INTREPIDO.....	100.0	96.4	95.5	88.6	47.9	46.4	1.2	68.1	27.3	70.2	20.2	6.1	3.6
IL MONDO.....	100.0	92.7	91.2	83.2	48.5	40.8	2.0	66.6	24.6	69.5	19.0	4.2	7.3
MONDO ECONOMICO.....	100.0	93.8	92.4	85.5	48.0	42.8	1.7	64.1	28.3	65.6	21.9	6.3	6.2
IL MONELLO.....	100.0	95.6	94.6	87.3	47.8	45.5	1.2	65.7	28.9	68.5	20.3	6.7	4.4
NOVELLA 2000.....	100.0	90.3	88.8	79.9	40.1	46.5	2.2	62.2	26.6	65.5	18.1	6.7	9.7
OGGI.....	100.0	88.1	86.1	75.8	35.0	48.3	2.7	59.8	26.2	63.5	17.9	6.7	11.9
ONDA TV.....	100.0	93.6	92.2	83.8	42.2	48.4	1.6	63.4	28.8	66.1	20.0	7.4	6.4
PANORAMA.....	100.0	92.3	90.6	82.7	44.5	44.1	2.0	62.6	28.0	67.3	19.1	5.9	7.7
RADIOCORRIERE TV.....	100.0	89.1	87.1	77.1	35.6	49.0	2.5	60.1	27.1	63.2	19.0	7.0	10.9
RAGAZZA IN.....	100.0	98.0	97.4	92.2	56.6	40.2	.6	58.4	39.1	58.6	28.2	11.2	2.0
ROMBO.....	100.0	94.1	93.2	87.6	54.2	37.5	1.5	58.7	34.6	59.9	25.3	8.9	5.9
SORRISI E CANZONI TV.....	100.0	92.4	90.8	82.0	41.6	47.3	1.9	62.5	28.3	64.4	20.6	7.4	7.6
STARTER.....	100.0	95.9	95.4	89.2	53.7	40.9	.7	64.4	30.9	70.3	19.2	6.4	4.1
STOP.....	100.0	83.7	81.5	69.8	30.5	47.8	3.3	54.6	26.9	60.2	16.3	7.2	16.3
TELESETTE.....	100.0	92.2	90.7	81.9	41.8	47.2	1.8	62.9	27.8	65.8	19.5	6.9	7.8
TOPOLINO.....	100.0	95.3	94.0	87.1	48.3	44.2	1.4	65.6	28.5	67.3	21.1	6.9	4.7

Lettori ultimo periodo

analisi secondo: ● consumo di shampoo

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acqur.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	85.6	82.7	70.0	30.0	49.8	3.0	55.9	26.9	60.2	17.9	7.5	14.4
MENSILI	100.0	93.0	91.2	83.8	42.8	46.7	1.7	65.2	26.0	67.2	19.9	5.9	7.0
ABITARE	100.0	90.3	88.4	80.3	42.6	43.5	2.3	61.8	26.6	66.0	18.4	5.8	9.7
AD	100.0	92.6	91.1	84.2	46.3	40.9	1.8	63.5	27.5	69.2	18.1	5.2	7.4
AIRONE	100.0	94.0	92.8	86.8	51.2	40.1	1.4	63.8	29.0	68.2	19.8	6.1	6.0
ALTA FEDELTA'	100.0	88.5	86.4	76.2	38.9	44.1	3.4	55.1	31.3	57.9	21.5	9.1	11.5
ASTRA	100.0	95.0	94.1	88.0	51.8	41.0	1.3	63.7	30.4	67.3	20.6	7.1	5.0
ATLANTE	100.0	93.9	92.6	85.8	49.0	42.0	1.7	65.9	26.7	69.3	19.0	5.6	6.1
AUTO CAPITAL	100.0	94.6	93.5	86.8	51.2	41.1	1.2	62.9	30.7	67.9	19.9	6.9	5.4
L'AUTOMOBILE	100.0	91.7	90.1	80.9	39.7	48.1	2.3	63.9	26.2	66.0	19.2	6.5	8.3
BENISSIMO	100.0	94.0	92.7	85.0	44.7	46.3	1.7	65.5	27.3	67.3	20.2	6.4	6.0
BRAVA CASA	100.0	91.6	89.9	80.9	39.8	48.4	1.8	66.5	23.4	70.1	16.7	4.8	8.4
CAPITAL	100.0	92.1	90.4	82.6	46.2	42.1	2.1	64.3	26.1	68.6	18.3	5.2	7.9
CASAVIVA	100.0	92.5	91.0	82.7	42.2	46.9	1.9	66.7	24.3	70.1	17.5	4.8	7.5
100 COSE	100.0	96.1	95.3	90.1	56.9	37.5	.9	58.8	36.5	62.5	24.6	9.0	3.9
CONSIGLI PRATICI	100.0	89.3	87.5	78.4	35.3	49.7	2.5	62.6	24.9	65.7	17.7	6.0	10.7
CORTO MALTESE	100.0	96.3	94.9	90.3	55.6	38.0	1.4	68.7	28.3	74.9	16.0	5.4	3.7
COSMOPOLITAN	100.0	95.1	94.1	88.7	54.8	38.0	1.3	64.1	30.0	68.7	19.9	6.5	4.9
LA CUCINA ITALIANA	100.0	89.9	88.3	78.6	37.2	48.7	2.4	64.5	23.7	67.5	16.9	5.5	10.1
DONNAPIU'	100.0	94.0	92.9	86.2	48.9	42.6	1.4	64.9	28.0	69.2	18.9	5.9	6.0
ESPANSIONE	100.0	93.1	91.9	83.0	51.8	38.5	1.5	68.5	23.4	72.0	17.2	3.8	6.9
FOTOGRAFARE	100.0	94.0	92.6	85.0	45.7	44.9	2.0	66.3	26.3	69.1	19.3	5.6	6.0
GARDENIA	100.0	93.7	92.3	84.7	46.9	43.5	1.9	67.7	24.5	71.5	17.8	4.3	6.3
GENTE MONEY	100.0	93.0	91.6	84.3	48.0	41.7	1.9	63.2	28.5	68.2	19.0	5.8	7.0
GENTE MOTORI	100.0	94.0	92.7	85.2	45.8	45.3	1.6	64.2	28.5	66.5	20.5	6.9	6.0
GENTE VIAGGI	100.0	93.6	92.2	85.5	48.9	41.7	1.6	63.6	28.6	68.2	19.1	6.3	6.4
GIOIELLI	100.0	91.9	90.5	81.8	40.3	48.3	1.9	64.7	25.8	67.1	18.8	6.0	8.1
INSIEME	100.0	95.8	94.6	87.9	49.9	43.5	1.1	68.9	25.7	73.7	17.6	4.5	4.2
JESUS	100.0	91.2	89.9	81.5	36.6	51.2	2.1	62.3	27.6	64.5	20.4	6.3	8.8
LEI	100.0	95.5	94.6	89.6	56.1	37.5	1.0	61.4	33.2	64.7	22.7	8.1	4.5
LINUS	100.0	96.0	94.5	88.8	54.0	39.3	1.2	62.5	32.0	67.3	21.8	6.8	4.0
MADRE	100.0	88.3	86.2	76.8	32.4	51.1	2.7	60.8	25.4	62.5	18.3	7.5	11.7
MANI DI FATA	100.0	89.0	86.9	75.7	32.8	51.4	2.7	60.8	26.1	63.2	18.9	6.8	11.0
MAX	100.0	97.3	96.6	92.5	59.6	36.1	.8	60.9	35.6	65.2	23.5	8.6	2.7
MESSAGGERO DI S.ANTONIO	100.0	83.9	80.4	67.5	29.0	48.2	3.2	51.7	28.8	55.8	18.9	9.2	16.1
LA MIA CASA	100.0	89.0	87.3	76.5	35.1	49.7	2.6	62.5	24.9	68.2	15.4	5.4	11.0
MILLEIDEE	100.0	91.5	90.0	81.2	40.3	47.7	2.1	63.5	26.5	66.6	18.8	6.1	8.5
MODA	100.0	93.3	91.9	84.2	46.6	43.7	1.6	61.4	30.5	64.0	21.5	7.8	6.7
MOTOCICLISMO	100.0	95.4	94.4	88.5	52.8	40.6	1.0	64.4	30.0	68.8	20.0	6.7	4.6
MUSIC	100.0	98.4	97.9	93.9	61.4	36.2	.4	55.4	42.5	58.5	29.1	10.8	1.6
NATURA OGGI	100.0	91.7	89.8	82.7	46.2	42.0	1.7	60.7	29.1	64.7	20.2	6.9	8.3
PESCARRE	100.0	93.2	92.3	84.7	41.3	49.6	1.4	69.1	23.3	72.4	16.0	4.8	6.8
PHOTO ITALIANA	100.0	93.6	92.2	85.7	51.7	39.0	1.4	65.2	26.9	71.1	17.7	4.7	6.4
IL PIACERE	100.0	93.8	92.3	85.4	52.1	37.9	2.3	62.5	29.8	67.5	20.0	6.4	6.2
PLAYMEN	100.0	93.0	91.8	84.3	42.9	47.5	1.5	67.4	24.3	71.0	17.0	5.0	7.0
PM	100.0	95.4	94.1	88.7	54.2	38.7	1.2	64.0	30.2	68.8	20.4	6.2	4.6
QUATTORUOTE	100.0	93.8	92.5	84.8	45.3	45.4	1.8	64.8	27.7	67.5	20.0	6.4	6.2
QUI TOURING	100.0	89.5	87.4	79.0	41.6	43.2	2.6	60.9	26.5	65.9	18.1	5.5	10.5
RAKAM	100.0	91.3	89.5	80.1	37.9	49.5	2.2	64.8	24.7	68.0	17.8	5.4	8.7
ROCKSTAR	100.0	98.5	98.1	94.8	65.0	32.7	.4	54.0	44.1	56.0	30.8	11.7	1.5
SALVE	100.0	93.1	91.7	84.2	46.2	43.7	1.7	64.2	27.4	68.1	19.2	5.8	6.9
SCIENZA 2000	100.0	93.9	92.4	83.9	42.2	49.0	1.2	58.1	34.3	64.0	23.6	6.3	6.1
SCIENZA E VITA NUOVA	100.0	94.7	93.1	86.2	47.4	43.7	2.0	63.2	30.0	65.2	22.5	7.1	5.3
LE SCIENZE	100.0	94.0	92.1	84.0	46.7	43.7	1.7	63.6	28.5	67.7	20.3	6.0	6.0
SELEZIONE DAL R.DIGEST	100.0	90.3	88.7	79.6	39.3	47.2	2.3	61.3	27.4	64.3	19.3	6.7	9.7
STARBENE	100.0	92.6	91.1	83.2	45.1	44.1	1.9	64.0	27.1	67.7	18.8	6.0	7.4
STORIA ILLUSTRATA	100.0	90.0	88.3	79.0	39.6	46.4	2.4	62.5	25.8	67.6	17.3	5.2	10.0
SUPER GOL	100.0	94.6	93.6	86.1	45.4	46.8	1.5	62.6	31.1	63.2	23.0	8.4	5.4
IL TENNIS ITALIANO	100.0	94.6	93.2	85.5	47.8	44.0	1.4	65.5	27.7	69.6	19.7	5.4	5.4
TUTTO CUCINA	100.0	90.8	89.1	79.3	38.0	49.0	2.1	63.5	25.6	66.9	17.8	6.2	9.2
TUTTO MAGLIA	100.0	89.3	87.4	76.1	32.0	52.8	2.6	63.5	23.9	65.6	17.4	6.3	10.7
TUTTO MOTO	100.0	95.6	94.9	89.4	54.2	39.8	.9	62.3	32.5	65.1	22.6	7.9	4.4
TUTTO MUSICA & SPETTACOLO	100.0	98.0	97.4	92.7	58.2	38.6	.7	57.9	39.6	59.0	28.4	10.6	2.0
TUTTO TURISMO	100.0	93.7	92.3	85.3	48.3	42.3	1.7	62.5	29.8	65.5	20.8	7.4	6.3
TUTTO UNCINETTO	100.0	91.0	89.2	78.7	35.8	51.3	2.1	64.5	24.7	66.1	18.6	6.3	9.0
VELA E MOTORE	100.0	86.2	83.9	72.6	29.7	51.1	3.2	58.0	26.0	62.6	17.5	6.1	13.8
VITAL	100.0	95.6	95.1	91.3	61.9	32.5	.7	57.2	37.9	62.2	23.1	10.4	4.4
WEEKEND	100.0	94.3	93.1	87.9	50.7	41.2	1.2	64.6	28.5	67.9	19.7	6.7	5.7
ZOOM	100.0	96.2	94.9	89.6	54.4	39.0	1.5	55.9	39.1	66.1	21.7	8.4	3.8
DIANA (Quindicinale)	100.0	90.8	89.3	78.0	38.9	47.9	2.6	62.7	26.6	66.4	17.9	6.5	9.2

Responsabili acquisti

Lettori ultimo periodo
analisi secondo: ● consumo di shampoo

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	83.5	80.5	66.2	24.1	53.0	3.5	58.4	22.2	63.4	14.8	5.2	16.5
PERIODICI	100.0	87.0	84.9	74.2	30.2	52.0	2.6	65.3	19.6	67.8	14.9	4.2	13.0
SETTIMANALI	100.0	86.3	84.3	73.9	30.5	51.3	2.5	65.2	19.1	67.3	14.8	4.2	13.7
ALBO BLITZ.....	100.0	94.3	92.8	86.9	52.3	39.2	1.3	70.5	22.3	73.9	16.0	4.5	5.7
AMICA.....	100.0	88.5	86.8	76.1	32.3	52.1	2.4	67.5	19.3	70.2	14.4	3.8	11.5
ANNA.....	100.0	87.6	85.8	74.7	30.3	52.8	2.7	66.3	19.5	69.1	14.6	4.0	12.4
AUTOSPRINT.....	100.0	92.7	91.2	83.7	46.7	42.8	1.7	71.1	20.2	71.7	16.8	4.2	7.3
BELLA.....	100.0	88.1	86.4	75.7	30.1	53.7	2.6	66.6	19.8	69.8	14.4	3.9	11.9
CIAO 2001.....	100.0	89.6	87.9	79.2	44.0	41.6	2.4	65.8	22.1	70.7	15.2	3.8	10.4
CONFIDENZE.....	100.0	87.4	85.4	73.6	29.0	53.7	2.8	64.7	20.7	69.0	14.1	4.2	12.6
DOLLY.....	100.0	95.3	94.1	85.2	36.0	56.7	1.5	77.2	16.9	76.3	15.8	3.2	4.7
DOMENICA DEL CORRIERE.....	100.0	82.8	80.4	67.4	25.6	51.1	3.7	57.6	22.7	63.1	14.1	5.6	17.2
DOMENICA QUIZ.....	100.0	90.8	89.1	79.7	37.2	49.5	2.4	69.0	20.1	72.5	14.5	3.8	9.2
EPOCA.....	100.0	84.8	82.7	71.3	29.4	50.0	3.3	61.3	21.3	66.1	14.0	4.7	15.2
L'ESPRESSO.....	100.0	90.8	89.0	80.1	39.6	47.2	2.2	68.4	20.6	72.0	15.0	3.8	9.2
EUROPEO.....	100.0	87.4	85.5	75.6	34.9	48.2	2.4	64.3	21.2	68.9	14.2	4.3	12.6
EVA EXPRESS.....	100.0	87.2	85.3	74.3	30.6	52.0	2.7	64.8	20.5	69.4	13.7	4.1	12.8
FAMIGLIA CRISTIANA.....	100.0	83.1	80.5	67.6	23.5	53.5	3.6	57.8	22.7	62.5	15.1	5.5	16.9
GENTE.....	100.0	85.1	83.0	70.9	27.7	52.2	3.2	61.7	21.3	66.6	14.0	4.6	14.9
GIOIA.....	100.0	88.0	86.2	74.7	29.2	54.3	2.7	66.7	19.5	69.3	14.6	4.1	12.0
IL GIORNALINO.....	100.0	92.2	90.0	81.1	32.1	55.4	2.5	72.1	18.0	72.6	16.0	3.6	7.8
GRAND HOTEL.....	100.0	88.7	86.6	74.9	29.6	54.5	2.6	66.6	20.0	69.1	15.0	4.6	11.3
GRAZIA.....	100.0	87.2	85.3	74.3	31.0	51.6	2.7	65.2	20.1	68.5	14.6	4.0	12.8
GUERIN SPORTIVO.....	100.0	93.9	92.3	85.2	48.2	42.5	1.6	70.8	21.5	69.2	19.0	5.7	6.1
GUIDA CUCINA.....	100.0	91.7	90.2	79.9	34.7	53.3	2.2	70.7	19.5	73.3	14.8	3.6	8.3
GUIDA TV.....	100.0	87.6	85.8	74.4	31.0	52.3	2.5	65.0	20.8	68.6	14.5	4.6	12.4
INTIMITA'.....	100.0	86.7	84.7	73.2	28.0	53.9	2.8	64.2	20.5	67.9	14.3	4.4	13.3
INTREPIDO.....	100.0	93.9	92.4	84.4	41.2	49.5	1.6	73.0	19.5	74.0	15.7	4.2	6.1
IL MONDO.....	100.0	91.3	89.7	81.6	46.6	41.7	1.5	70.2	19.5	71.3	16.1	3.9	8.7
MONDO ECONOMICO.....	100.0	90.2	88.7	80.7	40.8	46.4	1.4	67.8	20.9	69.1	16.7	4.4	9.8
IL MONELLO.....	100.0	93.3	91.8	82.9	39.5	50.6	1.7	72.5	19.3	74.7	14.9	3.7	6.7
NOVELLA 2000.....	100.0	87.6	85.9	75.1	31.1	52.1	2.7	65.6	20.3	69.8	13.6	4.2	12.4
OGGI.....	100.0	86.0	83.9	72.3	28.6	52.2	3.1	63.0	20.9	67.0	14.5	4.6	14.0
ONDA TV.....	100.0	91.0	89.3	79.1	32.5	54.6	2.2	69.5	19.8	71.9	14.8	4.4	9.0
PANORAMA.....	100.0	89.9	88.0	78.6	38.0	47.7	2.2	67.3	20.6	71.0	14.9	3.9	10.1
RADIOCORRIERE TV.....	100.0	86.6	84.5	72.9	28.3	53.3	2.9	63.5	20.9	66.9	14.9	4.9	13.4
RAGAZZA IN.....	100.0	95.3	93.8	84.9	35.6	56.5	1.7	77.2	16.7	76.3	15.7	3.2	4.7
ROMBO.....	100.0	92.5	90.2	83.4	48.0	40.3	1.9	70.3	19.9	69.5	18.7	4.3	7.5
SORRISI E CANZONI TV.....	100.0	89.9	88.1	77.0	31.2	54.4	2.4	68.4	19.6	69.8	15.7	4.4	10.1
STARTER.....	100.0	92.7	90.8	85.6	58.1	30.9	1.8	65.5	25.4	70.7	17.0	4.9	7.3
STOP.....	100.0	81.1	78.9	65.8	23.2	52.0	3.7	56.5	22.4	63.3	12.9	5.0	18.9
TELESETTE.....	100.0	89.8	88.1	77.5	33.2	52.7	2.3	68.0	20.2	70.3	15.1	4.4	10.2
TOPOLINO.....	100.0	93.5	92.0	83.1	39.0	51.0	2.0	73.9	18.1	74.4	15.6	3.6	6.5

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● consumo di shampoo

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso lo	deciso insieme	decidono altri	
TOTALE	100.0	83.5	80.5	66.2	24.1	53.0	3.5	58.4	22.2	63.4	14.8	5.2	16.5
MENSILI	100.0	90.6	88.3	79.1	35.1	51.0	2.2	69.9	18.4	71.0	15.9	3.7	9.4
ABITARE	100.0	88.2	86.3	76.8	36.1	47.8	2.4	66.1	20.2	70.2	14.4	3.7	11.8
AD	100.0	90.7	88.9	80.0	42.0	44.7	2.1	69.1	19.7	73.0	14.4	3.3	9.3
AIRONE	100.0	91.5	90.2	82.4	43.7	44.5	2.0	70.3	19.9	73.2	15.2	3.1	8.5
ALTA FEDELTA'	100.0	86.1	84.1	73.2	35.7	44.8	3.6	61.1	23.0	63.4	17.0	5.7	13.9
ASTRA	100.0	91.6	90.4	81.4	38.5	50.0	1.9	71.2	19.2	73.9	14.3	3.4	8.4
ATLANTE	100.0	91.8	90.4	81.9	41.9	46.5	2.0	70.6	19.8	73.5	14.8	3.5	8.2
AUTO CAPITAL	100.0	92.0	90.5	82.6	47.4	41.4	1.6	70.3	20.2	74.3	13.9	3.8	8.0
L'AUTOMOBILE	100.0	90.1	88.5	78.5	35.0	51.0	2.5	68.4	20.1	69.3	16.1	4.8	9.9
BENISSIMO	100.0	91.7	90.2	80.3	33.4	54.6	2.2	71.7	18.5	73.1	15.1	3.5	8.3
BRAVA CASA	100.0	90.8	89.2	79.3	36.8	50.5	2.0	69.5	19.7	72.1	15.0	3.8	9.2
CAPITAL	100.0	90.5	88.7	79.7	42.4	44.0	2.3	69.0	19.7	71.6	15.0	3.8	9.5
CASAVIVA	100.0	91.2	89.7	80.2	37.5	50.1	2.1	70.4	19.4	72.6	15.2	3.5	8.8
100 COSE	100.0	91.2	90.0	79.8	36.0	52.0	2.0	70.9	19.1	72.9	14.8	3.5	8.8
CONSIGLI PRATICI	100.0	87.7	85.7	75.4	29.7	53.1	2.9	65.3	20.4	69.2	14.5	4.0	12.3
CORTO MALTESE	100.0	95.3	93.3	86.8	52.4	38.5	2.3	72.2	21.1	82.6	11.1	1.6	4.7
COSMOPOLITAN	100.0	91.1	90.0	81.6	42.2	45.7	2.0	70.6	19.4	75.2	13.1	2.8	8.9
LA CUCINA ITALIANA	100.0	88.1	86.4	75.2	30.9	52.8	2.7	66.9	19.5	69.9	14.1	4.1	11.9
DONNAPIU'	100.0	91.2	90.1	80.9	37.7	50.4	2.0	70.4	19.7	73.9	14.2	3.1	8.8
ESPANSIONE	100.0	91.7	90.6	79.5	47.7	41.2	1.7	72.7	17.9	74.4	14.5	2.7	8.3
FOTOGRAFARE	100.0	92.9	91.4	83.0	43.7	45.6	2.1	71.8	19.5	71.9	16.8	4.1	7.1
GARDENIA	100.0	92.7	91.1	81.3	38.8	49.8	2.5	73.0	18.1	75.3	14.6	2.9	7.3
GENTE MONEY	100.0	90.7	89.3	80.0	42.5	44.4	2.4	69.3	20.0	71.9	15.1	3.7	9.3
GENTE MOTORI	100.0	92.0	90.6	81.7	40.4	47.9	2.2	70.1	20.4	70.6	16.3	5.1	8.0
GENTE VIAGGI	100.0	91.1	89.5	80.6	40.8	46.6	2.1	69.6	19.9	72.4	14.9	3.7	8.9
GIOIELLI	100.0	89.8	88.3	77.9	31.3	54.6	2.3	69.3	19.0	71.8	14.4	3.6	10.2
INSIEME	100.0	95.0	93.8	86.2	46.1	46.3	1.4	73.2	20.6	77.3	15.1	2.7	5.0
JESUS	100.0	87.7	86.0	76.4	26.3	56.8	3.0	64.6	21.5	67.4	15.8	4.6	12.3
LEI	100.0	90.4	89.2	80.0	37.2	50.0	2.0	70.5	18.7	73.4	13.9	3.0	9.6
LINUS	100.0	93.3	91.9	83.5	44.1	46.1	1.6	73.6	18.2	74.6	15.7	2.9	6.7
MADRE	100.0	87.1	85.1	75.6	27.1	55.6	2.5	64.8	20.3	66.0	16.3	4.8	12.9
MANI DI FATA	100.0	87.2	85.0	72.4	25.2	56.9	2.9	64.3	20.7	67.4	15.3	4.4	12.8
MAX	100.0	94.7	93.5	86.4	49.1	42.8	1.6	74.1	19.4	76.7	14.7	3.2	5.3
MESSAGGERO DI S.ANTONIO	100.0	81.5	78.3	63.3	20.8	53.7	3.8	55.1	23.2	60.9	14.7	5.9	18.5
LA MIA CASA	100.0	88.1	86.4	74.5	30.8	52.8	2.7	65.2	21.1	70.8	13.1	4.2	11.9
MILLEIDEE	100.0	89.3	87.7	77.1	31.3	53.9	2.5	68.0	19.7	70.8	14.7	3.8	10.7
MODA	100.0	89.3	87.6	76.4	31.4	53.8	2.4	68.2	19.3	70.1	15.1	4.1	10.7
MOTOCICLISMO	100.0	92.6	90.9	83.9	48.6	40.7	1.7	69.8	21.1	72.6	15.6	4.4	7.4
MUSIC	100.0	93.9	92.7	85.9	51.5	40.2	1.1	72.8	19.9	76.5	14.5	2.8	6.1
NATURA OGGI	100.0	89.1	87.5	78.8	38.5	46.9	2.1	66.8	20.7	68.8	16.3	4.0	10.9
PESCARRE	100.0	93.1	91.8	84.8	41.9	48.3	1.7	69.2	22.7	70.6	16.2	6.4	6.9
PHOTO ITALIANA	100.0	91.7	90.0	82.1	49.2	39.1	1.7	69.3	20.7	74.9	13.7	3.1	8.3
IL PIACERE	100.0	91.3	89.5	80.2	43.6	43.2	2.7	70.8	18.8	72.5	15.2	3.6	8.7
PLAYMEN	100.0	90.8	89.3	82.7	48.2	39.7	1.4	69.4	19.8	70.7	15.0	5.1	9.2
PM	100.0	92.8	91.4	83.7	47.0	42.7	1.7	71.5	19.9	74.7	14.9	3.2	7.2
QUATTORRUOTE	100.0	91.6	90.0	81.1	39.5	48.2	2.2	69.6	20.3	70.7	16.1	4.8	8.4
QUI TOURING	100.0	87.3	85.4	75.9	36.4	46.3	2.7	65.3	20.1	68.8	14.8	3.6	12.7
RAKAM	100.0	89.7	87.9	77.2	31.7	53.6	2.5	68.3	19.5	71.4	14.6	3.6	10.3
ROCKSTAR	100.0	95.7	94.7	90.4	65.8	27.5	1.3	71.9	22.8	74.0	18.0	3.8	4.3
SALVE	100.0	90.4	88.9	79.3	36.9	50.0	2.1	69.5	19.4	72.1	14.9	3.5	9.6
SCIENZA 2000	100.0	89.7	87.1	75.1	27.6	57.0	2.5	62.6	24.6	68.3	16.1	5.2	10.3
SCIENZA E VITA NUOVA	100.0	91.5	89.5	80.1	34.9	51.9	2.7	70.7	18.8	71.9	15.8	3.9	8.5
LE SCIENZE	100.0	92.0	89.6	80.1	40.5	47.4	1.8	68.1	21.5	72.3	16.1	3.5	8.0
SELEZIONE DAL R.DIGEST	100.0	87.6	85.8	74.9	30.8	52.1	2.8	65.0	20.8	67.9	15.1	4.6	12.4
STARBENE	100.0	90.0	88.2	78.1	36.1	49.6	2.4	68.5	19.7	71.1	15.0	3.8	10.0
STORIA ILLUSTRATA	100.0	88.0	86.2	76.3	35.0	48.7	2.4	64.0	22.2	68.5	14.6	4.9	12.0
SUPER GOL	100.0	90.9	89.0	79.7	38.2	48.6	2.2	67.6	21.4	66.3	18.0	6.6	9.1
IL TENNIS ITALIANO	100.0	91.4	89.7	79.8	41.5	46.5	1.8	68.1	21.6	71.3	16.1	4.1	8.6
TUTTO CUCINA	100.0	89.4	87.6	76.2	31.4	53.8	2.5	67.5	20.1	70.7	14.5	4.2	10.6
TUTTO MAGLIA	100.0	87.9	86.0	73.2	25.4	57.7	2.8	66.5	19.5	69.0	14.4	4.5	12.1
TUTTO MOTO	100.0	92.7	91.7	84.5	46.9	43.1	1.7	72.2	19.5	72.6	15.8	4.3	7.3
TUTTO MUSICA & SPETTACOLO	100.0	94.7	93.5	85.1	41.1	50.7	1.7	75.1	18.3	76.0	15.5	3.3	5.3
TUTTO TURISMO	100.0	90.6	89.0	79.7	37.1	49.6	2.3	69.2	19.8	71.5	15.1	4.0	9.4
TUTTO UNCINETTO	100.0	89.6	87.7	75.8	28.8	56.5	2.4	68.4	19.3	70.1	15.3	4.2	10.4
VELA E MOTORE	100.0	85.1	82.8	71.7	29.1	50.1	3.6	60.6	22.2	63.8	15.5	5.9	14.9
VITAL	100.0	90.2	89.4	81.8	43.2	44.9	1.4	70.5	19.0	75.8	11.8	2.5	9.8
WEEKEND	100.0	91.1	90.0	83.3	42.5	45.9	1.6	69.5	20.6	71.8	14.9	4.4	8.9
ZOOM	100.0	94.1	93.2	89.0	62.7	29.4	1.1	74.8	18.4	72.2	17.1	4.8	5.9
DIANA (Quindicinale)	100.0	87.7	85.6	72.6	32.3	49.8	3.4	62.1	23.5	65.7	16.0	6.0	12.3

Adulti

Lettori ultimo periodo

analisi secondo: ● consumo di profumo o colonia

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	54.7	52.6	47.0	42.3	9.1	1.3	17.3	35.3	35.9	10.8	8.0	45.3
PERIODICI	100.0	64.0	62.0	56.5	51.2	9.4	1.3	20.7	41.3	42.9	12.2	8.9	36.0
SETTIMANALI	100.0	64.3	62.3	56.8	51.6	9.4	1.3	20.7	41.7	43.2	12.2	8.9	35.7
ALBO BLITZ	100.0	60.5	59.0	53.5	48.2	9.5	1.3	19.1	39.8	34.6	15.2	10.7	39.5
AMICA	100.0	73.8	71.9	66.6	61.8	9.0	1.1	24.3	47.6	55.6	10.7	7.5	26.2
ANNA	100.0	72.4	70.5	64.9	60.0	9.3	1.2	23.5	47.0	54.5	10.3	7.6	27.6
AUTOSPRINT	100.0	64.5	63.1	58.3	52.9	9.0	1.2	20.3	42.8	38.2	15.6	10.8	35.5
BELLA	100.0	70.9	68.8	62.8	57.5	10.1	1.2	23.0	45.9	53.3	9.8	7.7	29.1
CIAO 2001	100.0	74.6	73.3	67.7	61.9	10.2	1.2	23.0	50.3	47.9	15.6	11.0	25.4
CONFIDENZE	100.0	67.9	65.7	59.3	54.3	10.1	1.3	22.3	43.4	50.3	9.8	7.8	32.1
DOLLY	100.0	77.8	76.5	71.0	65.3	10.2	1.0	26.4	50.1	54.6	13.7	9.6	22.2
DOMENICA DEL CORRIERE	100.0	55.5	53.7	48.5	43.7	8.7	1.3	17.1	36.6	34.6	12.3	8.7	44.5
DOMENICA QUIZ	100.0	64.5	62.8	57.1	52.5	9.1	1.3	20.9	41.9	43.6	12.3	8.6	35.5
EPOCA	100.0	61.4	59.7	54.9	50.4	8.0	1.3	19.2	40.5	39.2	13.1	9.1	38.6
L'ESPRESSO	100.0	66.7	65.1	60.8	56.6	7.6	1.0	22.1	43.0	44.6	13.6	8.5	33.3
EUROPEO	100.0	62.8	61.3	56.7	52.4	7.8	1.1	20.4	40.9	40.2	13.7	8.9	37.2
EVA EXPRESS	100.0	68.2	66.3	60.3	55.4	9.7	1.2	21.8	44.5	48.6	11.1	8.5	31.8
FAMIGLIA CRISTIANA	100.0	56.2	54.2	48.4	43.2	9.7	1.3	17.3	36.9	36.4	11.3	8.5	43.8
GENTE	100.0	64.3	62.3	56.8	51.9	9.1	1.3	20.2	42.1	43.9	11.7	8.7	35.7
GIOIA	100.0	71.2	69.1	63.4	58.4	9.6	1.2	23.4	45.8	52.7	10.6	7.9	28.8
IL GIORNALINO	100.0	64.5	62.7	57.5	51.4	9.8	1.5	19.5	43.2	43.6	12.2	8.7	35.5
GRAND HOTEL	100.0	61.9	59.8	53.6	48.6	10.0	1.2	20.2	39.6	42.4	11.1	8.4	38.1
GRAZIA	100.0	72.3	70.4	65.0	60.1	9.1	1.2	23.2	47.2	53.4	11.0	7.9	27.7
GUERIN SPORTIVO	100.0	63.4	61.9	56.8	51.2	9.4	1.3	19.1	42.8	35.7	16.2	11.5	36.6
GUIDA CUCINA	100.0	72.5	70.4	64.2	59.8	9.5	1.1	24.1	46.4	54.3	10.6	7.6	27.5
GUIDA TV	100.0	61.7	60.0	54.3	49.3	9.4	1.2	19.4	40.6	40.4	12.3	9.0	38.3
INTIMITA'	100.0	67.1	65.0	58.5	53.4	10.3	1.3	21.9	43.1	49.0	10.1	8.0	32.9
INTREPIDO	100.0	60.6	59.0	53.8	48.2	9.5	1.3	18.8	40.2	36.0	14.4	10.3	39.4
IL MONDO	100.0	67.1	65.7	61.3	57.6	7.2	.9	22.2	43.5	42.8	14.5	9.8	32.9
MONDO ECONOMICO	100.0	62.9	61.5	57.3	53.4	7.3	.9	20.2	41.3	39.1	14.6	9.2	37.1
IL MONELLO	100.0	63.8	62.2	57.0	51.7	9.2	1.2	20.3	41.9	40.1	13.8	9.9	36.2
NOVELLA 2000	100.0	66.7	64.8	59.0	53.9	9.7	1.2	21.4	43.4	46.9	11.4	8.4	33.3
OGGI	100.0	63.4	61.5	56.1	51.2	9.0	1.3	20.0	41.5	43.0	11.8	8.6	36.6
ONDA TV	100.0	63.7	61.9	56.1	50.7	10.0	1.2	20.3	41.5	41.9	12.5	9.3	36.3
PANORAMA	100.0	67.4	65.9	61.4	56.9	7.9	1.1	22.1	43.9	44.9	13.6	8.9	32.6
RADIOCORRIERE TV	100.0	60.9	59.1	53.8	49.0	8.9	1.2	19.2	39.9	39.3	12.6	9.0	39.1
RAGAZZA IN	100.0	74.5	73.0	66.8	61.0	10.8	1.2	24.6	48.4	50.5	13.5	10.5	25.5
ROMBO	100.0	64.3	63.2	58.0	52.0	10.1	1.1	19.7	43.4	36.0	16.1	12.3	35.7
SORRISI E CANZONI TV	100.0	65.0	63.2	57.5	52.2	9.7	1.3	20.8	42.4	43.7	12.5	8.9	35.0
STARTER	100.0	63.2	61.9	56.6	50.7	9.7	1.4	19.5	42.4	36.6	15.2	11.3	36.8
STOP	100.0	61.0	59.1	52.9	47.9	9.8	1.4	18.5	40.6	40.9	11.0	9.0	39.0
TELESETTE	100.0	64.0	62.4	56.7	51.5	9.7	1.2	20.5	41.8	42.1	12.8	9.1	36.0
TOPOLINO	100.0	68.0	66.3	61.1	55.9	9.3	1.2	21.4	44.9	45.2	13.1	9.7	32.0

Lettori ultimo periodo

analisi secondo: ● consumo di profumo o colonia

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	54.7	52.6	47.0	42.3	9.1	1.3	17.3	35.3	35.9	10.8	8.0	45.3
MENSILI	100.0	69.3	67.8	62.3	57.2	9.3	1.3	23.3	44.5	47.5	12.7	9.1	30.7
ABITARE.....	100.0	68.4	66.6	62.3	58.0	7.7	.9	22.1	44.5	47.3	12.9	8.2	31.6
AD.....	100.0	72.8	71.4	67.4	63.4	7.0	1.0	24.4	47.0	52.3	12.3	8.3	27.2
AIRONE.....	100.0	70.2	68.8	64.3	59.5	8.3	1.0	21.8	47.1	48.1	13.1	9.1	29.8
ALTA FEDELTA'.....	100.0	64.7	63.0	57.4	51.6	9.9	1.5	19.5	43.5	37.1	15.7	11.9	35.3
ASTRA.....	100.0	76.7	75.4	70.5	66.2	8.3	.9	25.3	50.1	57.3	11.5	7.9	23.3
ATLANTE.....	100.0	66.5	64.8	60.2	55.4	8.3	1.1	21.1	43.8	45.0	12.4	9.1	33.5
AUTO CAPITAL.....	100.0	66.1	64.9	60.7	55.2	8.5	1.2	20.7	44.2	41.0	14.6	10.6	33.9
L'AUTOMOBILE.....	100.0	59.8	58.1	53.2	48.3	8.5	1.3	18.4	39.7	36.4	13.9	9.5	40.2
BENISSIMO.....	100.0	76.9	74.9	68.7	63.8	10.0	1.1	26.1	48.9	59.4	10.1	7.4	23.1
BRAVA CASA.....	100.0	72.8	70.9	65.7	61.5	8.4	1.1	24.4	46.6	54.8	10.5	7.4	27.2
CAPITAL.....	100.0	68.5	67.2	63.1	58.5	7.7	1.1	22.4	44.8	45.5	13.6	9.5	31.5
CASAVIVA.....	100.0	72.1	70.3	65.3	60.9	8.3	1.1	23.7	46.6	53.4	11.0	7.6	27.9
100 COSE.....	100.0	78.4	76.9	71.8	66.5	9.4	1.0	25.1	51.8	57.9	11.9	8.6	21.6
CONSIGLI PRATICI.....	100.0	67.2	64.8	58.9	53.6	10.0	1.2	21.1	43.6	49.5	10.1	7.6	32.8
CORTO MALTESE.....	100.0	72.0	71.1	66.7	62.7	7.5	.9	22.3	48.8	50.4	13.0	8.5	28.0
COSMOPOLITAN.....	100.0	77.2	75.8	71.2	66.3	8.6	.9	25.3	50.5	58.2	11.1	7.9	22.8
LA CUCINA ITALIANA.....	100.0	66.7	64.7	59.1	54.1	9.3	1.3	21.6	43.1	47.9	10.7	8.1	33.3
DONNAPIU'.....	100.0	76.4	74.7	69.5	64.7	9.0	1.0	25.3	49.3	59.7	9.7	7.0	23.6
ESPANSIONE.....	100.0	70.9	69.6	65.7	62.0	6.9	.7	24.6	44.9	46.6	15.7	8.7	29.1
FOTOGRAFARE.....	100.0	67.7	66.3	61.4	57.3	7.8	1.2	22.4	43.8	42.8	15.1	9.7	32.3
GARDENIA.....	100.0	69.1	67.8	62.8	58.4	8.4	1.0	23.6	44.2	50.5	10.6	8.0	30.9
GENTE MONEY.....	100.0	68.8	67.3	63.1	58.2	8.0	1.0	22.3	45.0	45.2	14.1	9.5	31.2
GENTE MOTORI.....	100.0	61.8	60.3	55.4	49.9	9.1	1.2	18.8	41.5	36.3	15.1	10.4	38.2
GENTE VIAGGI.....	100.0	68.4	67.1	62.6	57.8	8.2	1.1	21.7	45.4	45.8	13.2	9.5	31.6
GIOIELLI.....	100.0	74.0	71.7	65.5	60.6	9.9	1.1	24.8	46.8	56.6	9.9	7.4	26.0
INSIEME.....	100.0	74.4	72.3	66.7	62.4	9.1	.9	23.5	48.8	56.5	10.5	7.4	25.6
JESUS.....	100.0	59.4	57.7	51.7	46.2	10.3	1.3	19.3	38.5	39.8	12.0	7.6	40.6
LEI.....	100.0	78.2	76.8	72.3	67.1	8.9	.8	25.3	51.5	59.4	10.9	7.9	21.8
LINUS.....	100.0	73.0	71.7	67.2	62.3	8.3	1.1	22.6	49.1	49.4	13.5	10.1	27.0
MADRE.....	100.0	61.1	59.4	52.7	47.2	11.0	1.2	19.6	39.8	42.0	10.4	8.7	38.9
MANI DI FATA.....	100.0	69.0	66.4	59.9	54.9	10.2	1.3	23.3	43.1	52.0	9.8	7.1	31.0
MAX.....	100.0	74.8	73.9	69.3	64.0	8.8	1.0	24.3	49.6	50.9	14.2	9.6	25.2
MESSAGGERO DI S.ANTONIO.....	100.0	54.9	52.7	47.0	41.9	9.4	1.3	17.3	35.4	38.0	10.9	8.0	45.1
LA MIA CASA.....	100.0	65.1	63.2	57.3	52.1	9.7	1.4	21.5	41.8	45.8	11.2	8.0	34.9
MILLEIDEE.....	100.0	74.1	72.0	66.0	60.9	9.9	1.2	24.3	47.7	56.9	9.9	7.3	25.9
MODA.....	100.0	70.1	68.4	62.9	57.7	9.5	1.1	22.8	45.6	50.2	11.6	8.3	29.9
MOTOCICLISMO.....	100.0	61.1	59.5	54.5	48.2	9.8	1.5	17.0	42.5	33.2	15.6	12.3	38.9
MUSIC.....	100.0	73.1	71.7	66.1	59.7	10.7	1.3	23.9	47.8	46.6	15.1	11.4	26.9
NATURA OGGI.....	100.0	65.6	63.9	59.2	54.0	8.8	1.1	19.5	44.4	43.3	13.4	9.0	34.4
PESCARRE.....	100.0	56.6	55.3	50.1	45.1	8.9	1.3	17.7	37.6	31.9	15.0	9.7	43.4
PHOTO ITALIANA.....	100.0	70.4	69.1	64.3	59.7	8.3	1.1	23.5	45.6	47.3	13.6	9.4	29.6
IL PIACERE.....	100.0	74.1	72.7	68.6	64.4	7.2	1.1	23.9	48.8	52.6	13.2	8.3	25.9
PLAYMEN.....	100.0	57.2	55.6	50.9	46.0	8.4	1.2	17.8	37.9	31.1	15.2	11.0	42.8
PM.....	100.0	74.0	72.7	68.4	63.8	7.9	1.0	24.5	48.1	51.4	13.6	9.0	26.0
QUATTORRUOTE.....	100.0	61.2	59.8	55.0	50.0	8.5	1.2	19.3	40.5	36.6	14.8	9.8	38.8
QUI TOURING.....	100.0	68.4	66.9	62.4	57.7	8.0	1.2	21.1	45.8	45.8	13.4	9.2	31.6
RAKAM.....	100.0	73.6	71.3	65.5	60.7	9.5	1.1	24.9	46.5	57.1	9.6	7.0	26.4
ROCKSTAR.....	100.0	74.0	72.7	67.2	61.4	10.2	1.2	23.2	49.6	46.3	16.2	11.5	26.0
SALVE.....	100.0	72.3	70.7	65.9	61.4	8.3	1.0	23.8	46.9	52.9	11.5	7.8	27.7
SCIENZA 2000.....	100.0	61.7	59.9	55.2	49.7	9.0	1.3	19.2	40.7	38.9	14.1	10.7	38.3
SCIENZA E VITA NUOVA.....	100.0	66.6	65.1	60.1	54.8	9.1	1.1	19.7	45.3	43.2	13.5	9.8	33.4
LE SCIENZE.....	100.0	66.6	65.1	60.5	56.3	7.7	1.1	20.6	44.5	43.4	13.7	9.5	33.4
SELEZIONE DAL R.DIGEST.....	100.0	63.8	62.0	56.7	51.7	9.1	1.2	20.0	42.0	42.1	12.6	9.1	36.2
STARBENE.....	100.0	71.3	69.6	64.6	59.8	8.6	1.1	23.1	46.4	52.3	11.1	7.9	28.7
STORIA ILLUSTRATA.....	100.0	59.0	57.1	52.5	48.0	7.9	1.1	18.2	38.9	37.2	13.2	8.6	41.0
SUPER GOL.....	100.0	57.3	55.7	50.7	44.8	9.5	1.4	16.5	39.3	30.4	15.7	11.2	42.7
IL TENNIS ITALIANO.....	100.0	63.8	62.3	58.0	53.2	8.2	1.0	19.3	43.1	40.2	13.7	10.0	36.2
TUTTO CUCINA.....	100.0	66.7	64.5	58.2	53.4	9.9	1.2	21.9	42.6	48.3	10.6	7.8	33.3
TUTTO MAGLIA.....	100.0	66.7	64.4	57.5	52.3	10.8	1.3	22.3	42.0	49.7	9.8	7.2	33.3
TUTTO MOTO.....	100.0	63.6	62.1	57.0	50.6	10.0	1.5	18.3	43.8	35.4	15.8	12.4	36.4
TUTTO MUSICA & SPETTACOLO.....	100.0	72.3	70.8	65.2	58.6	10.8	1.3	22.5	48.3	46.1	14.7	11.5	27.7
TUTTO TURISMO.....	100.0	64.3	62.8	58.0	53.1	8.6	1.1	20.6	42.2	41.6	13.6	9.2	35.7
TUTTO UNCINETTO.....	100.0	67.8	65.4	58.4	53.5	10.6	1.3	22.9	42.5	50.7	9.9	7.3	32.2
VELA E MOTORE.....	100.0	59.4	57.5	52.6	46.8	9.5	1.3	18.7	38.8	35.3	13.4	10.8	40.6
VITAL.....	100.0	77.2	76.1	72.2	67.2	8.2	.8	24.0	52.1	57.4	11.7	8.1	22.8
WEEKEND.....	100.0	69.4	68.1	62.3	58.6	8.6	.9	23.2	44.8	47.4	13.0	8.9	30.6
ZOOM.....	100.0	70.4	69.4	64.3	61.1	7.1	1.2	26.2	43.2	42.9	15.6	12.0	29.6
DIANA (Quindicinale).....	100.0	50.7	48.8	43.5	38.8	8.5	1.5	15.4	33.4	28.7	13.1	8.9	49.3

Lettori ultimo periodo

analisi secondo: ● consumo di profumo o colonia

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	45.1	43.6	39.3	34.9	7.4	1.2	13.3	30.3	23.2	13.1	8.9	54.9
PERIODICI	100.0	54.0	52.5	48.2	42.8	8.4	1.3	16.5	36.0	28.8	14.8	10.4	46.0
SETTIMANALI	100.0	54.1	52.6	48.3	42.7	8.6	1.3	16.6	36.0	28.8	14.9	10.3	45.9
ALBO BLITZ.....	100.0	58.1	56.7	51.3	45.9	9.4	1.3	17.9	38.8	30.9	15.9	11.3	41.9
AMICA.....	100.0	57.0	55.6	51.3	46.6	7.8	1.2	18.4	37.2	31.7	15.0	10.3	43.0
ANNA.....	100.0	54.1	52.6	48.4	43.7	7.7	1.2	17.4	35.2	29.3	14.6	10.2	45.9
AUTOSPRINT.....	100.0	61.8	60.5	55.8	50.4	8.9	1.2	19.1	41.5	33.6	16.7	11.5	38.2
BELLA.....	100.0	50.6	49.1	44.7	39.9	8.0	1.2	15.0	34.1	25.7	14.9	10.0	49.4
CIAO 2001.....	100.0	67.8	66.7	61.0	55.4	10.0	1.4	20.3	46.4	37.8	17.2	12.9	32.2
CONFIDENZE.....	100.0	46.0	44.4	39.8	35.0	8.2	1.3	12.8	31.6	22.3	13.8	9.9	54.0
DOLLY.....	100.0	61.4	59.9	54.4	47.3	11.0	1.6	16.3	43.6	30.2	16.8	14.4	38.6
DOMENICA DEL CORRIERE.....	100.0	47.3	45.8	41.4	36.9	7.6	1.2	14.1	31.6	24.2	13.9	9.1	52.7
DOMENICA QUIZ.....	100.0	54.5	53.0	48.0	43.3	8.4	1.3	17.2	35.8	30.1	14.9	9.6	45.5
EPOCA.....	100.0	52.1	50.6	46.6	42.2	7.2	1.2	16.4	34.2	27.3	14.9	9.9	47.9
L'ESPRESSO.....	100.0	59.3	57.9	53.9	49.5	7.3	1.0	19.8	38.1	34.1	15.6	9.6	40.7
EUROPEO.....	100.0	56.9	55.6	51.4	47.0	7.5	1.1	18.6	37.0	32.0	15.1	9.8	43.1
EVA EXPRESS.....	100.0	55.0	53.7	49.2	44.2	8.3	1.2	16.4	37.2	29.5	15.4	10.2	45.0
FAMIGLIA CRISTIANA.....	100.0	45.1	43.6	39.2	34.4	8.0	1.2	12.5	31.1	22.0	13.7	9.3	54.9
GENTE.....	100.0	51.8	50.3	46.0	41.2	7.8	1.2	15.7	34.6	27.4	14.5	9.9	48.2
GIOIA.....	100.0	53.6	52.0	47.6	42.7	8.1	1.2	16.3	35.7	28.1	14.7	10.8	46.4
IL GIORNALINO.....	100.0	50.7	49.2	44.5	37.6	9.6	1.9	12.3	36.9	24.4	15.1	11.2	49.3
GRAND HOTEL.....	100.0	48.1	46.6	41.7	37.0	8.5	1.2	13.7	32.9	24.4	13.9	9.8	51.9
GRAZIA.....	100.0	53.9	52.3	48.1	43.3	7.9	1.2	16.8	35.6	28.8	14.8	10.3	46.1
GUERIN SPORTIVO.....	100.0	61.1	59.6	54.6	48.9	9.3	1.4	18.0	41.6	32.3	16.7	12.0	38.9
GUIDA CUCINA.....	100.0	55.2	53.7	49.4	44.8	7.8	1.1	17.7	36.0	29.8	15.6	9.8	44.8
GUIDA TV.....	100.0	51.5	50.0	45.3	40.3	8.6	1.2	14.7	35.4	26.7	14.6	10.1	48.5
INTIMITA'.....	100.0	48.1	46.6	42.0	37.1	8.4	1.2	13.6	33.0	23.8	14.5	9.8	51.9
INTREPIDO.....	100.0	56.1	54.6	49.7	43.9	9.3	1.4	16.5	38.1	29.2	15.6	11.2	43.9
IL MONDO.....	100.0	63.3	62.0	57.6	53.6	7.4	.9	21.0	40.9	36.7	16.0	10.6	36.7
MONDO ECONOMICO.....	100.0	58.5	57.1	53.1	49.2	7.0	.8	18.5	38.6	33.1	15.6	9.8	41.5
IL MONELLO.....	100.0	57.4	56.0	51.2	45.8	8.9	1.3	17.2	38.8	30.6	15.8	11.1	42.6
NOVELLA 2000.....	100.0	53.2	51.8	47.1	41.9	8.6	1.2	15.3	36.4	27.8	15.2	10.3	46.8
OGGI.....	100.0	51.2	49.7	45.5	40.8	7.6	1.2	15.5	34.1	26.9	14.5	9.8	48.8
ONDA TV.....	100.0	53.1	51.6	47.0	41.3	9.2	1.2	14.7	36.9	26.9	15.5	10.7	46.9
PANORAMA.....	100.0	60.3	59.1	54.9	50.4	7.6	1.1	19.9	39.2	34.6	15.7	10.1	39.7
RADIOCORRIERE TV.....	100.0	52.2	50.7	46.2	41.4	8.1	1.2	15.8	34.9	27.5	14.5	10.1	47.8
RAGAZZA IN.....	100.0	57.9	56.3	50.8	43.3	11.3	1.7	14.8	41.5	27.6	15.7	14.6	42.1
ROMBO.....	100.0	62.9	61.7	56.5	50.5	10.1	1.1	19.1	42.6	33.7	16.5	12.7	37.1
SORRISI E CANZONI TV.....	100.0	54.5	53.0	48.3	42.8	8.9	1.3	15.8	37.3	28.2	15.6	10.7	45.5
STARTER.....	100.0	61.8	60.6	55.4	49.6	9.6	1.5	19.0	41.6	34.5	15.7	11.7	38.2
STOP.....	100.0	48.0	46.5	41.8	36.9	8.5	1.1	13.2	33.3	23.8	14.3	9.9	52.0
TELESETTE.....	100.0	55.4	54.1	49.2	43.9	9.0	1.2	16.3	37.8	29.4	15.4	10.6	44.6
TOPOLINO.....	100.0	58.4	56.9	52.2	46.5	9.1	1.3	17.1	39.7	30.8	15.9	11.7	41.6

Donne

Lettori ultimo periodo

analisi secondo: ● consumo di profumo o colonia

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	63.5	61.0	54.2	49.1	10.5	1.3	21.1	39.9	47.6	8.7	7.2	36.5
PERIODICI	100.0	73.3	70.9	64.2	59.2	10.4	1.3	24.6	46.3	56.0	9.8	7.5	26.7
SETTIMANALI	100.0	73.4	71.0	64.3	59.6	10.1	1.3	24.3	46.7	56.0	9.8	7.6	26.6
ALBO BLITZ.....	100.0	81.3	79.1	73.0	68.1	10.0	1.1	30.0	49.1	66.7	8.4	6.2	18.7
AMICA.....	100.0	78.0	76.1	70.5	65.7	9.3	1.1	25.8	50.3	61.6	9.6	6.8	22.0
ANNA.....	100.0	76.1	74.1	68.1	63.2	9.7	1.2	24.7	49.3	59.5	9.4	7.1	23.9
AUTOSPRINT.....	100.0	79.5	77.5	71.7	66.8	9.7	1.0	27.2	50.3	63.4	9.3	6.8	20.5
BELLA.....	100.0	74.2	72.1	65.8	60.4	10.5	1.2	24.3	47.8	57.8	9.0	7.3	25.8
CIAO 2001.....	100.0	82.2	80.8	75.3	69.4	10.5	1.0	26.0	54.8	59.5	13.8	8.9	17.8
CONFIDENZE.....	100.0	72.7	70.3	63.5	58.5	10.5	1.3	24.4	45.9	56.3	8.9	7.4	27.3
DOLLY.....	100.0	82.3	81.0	75.5	70.2	9.9	.8	29.1	51.8	61.2	12.8	8.3	17.7
DOMENICA DEL CORRIERE.....	100.0	69.9	67.3	60.7	55.3	10.5	1.5	22.2	45.2	52.5	9.5	7.9	30.1
DOMENICA QUIZ.....	100.0	79.1	77.1	70.4	65.9	10.1	1.1	26.4	50.8	63.3	8.5	7.3	20.9
EPOCA.....	100.0	76.9	74.7	68.6	63.9	9.4	1.4	23.8	50.9	58.9	10.1	7.9	23.1
L'ESPRESSO.....	100.0	81.2	79.3	74.5	70.4	8.0	.9	26.6	52.7	65.2	9.6	6.5	18.8
EUROPEO.....	100.0	78.7	76.7	71.2	66.8	8.7	1.1	25.5	51.2	62.3	9.8	6.6	21.3
EVA EXPRESS.....	100.0	73.9	71.8	65.2	60.3	10.3	1.3	24.2	47.7	57.0	9.2	7.8	26.1
FAMIGLIA CRISTIANA.....	100.0	66.1	63.7	56.7	51.0	11.3	1.4	21.5	42.1	49.2	9.1	7.9	33.9
GENTE.....	100.0	73.2	70.9	64.5	59.5	10.0	1.4	23.4	47.5	55.7	9.7	7.8	26.8
GIOIA.....	100.0	75.3	73.1	67.1	62.0	9.9	1.2	25.0	48.1	58.4	9.6	7.2	24.7
IL GIORNALINO.....	100.0	76.7	74.6	68.9	63.4	10.0	1.2	25.9	48.7	60.5	9.6	6.6	23.3
GRAND HOTEL.....	100.0	70.8	68.4	61.3	56.2	11.0	1.3	24.4	44.0	54.1	9.3	7.4	29.2
GRAZIA.....	100.0	77.2	75.1	69.5	64.5	9.5	1.2	24.9	50.3	59.9	10.0	7.3	22.8
GUERIN SPORTIVO.....	100.0	82.6	81.0	75.6	70.3	9.9	.8	28.3	52.7	64.2	11.3	7.1	17.4
GUIDA CUCINA.....	100.0	77.3	75.1	68.4	63.9	10.0	1.1	25.8	49.2	61.1	9.2	7.0	22.7
GUIDA TV.....	100.0	73.7	71.6	64.9	60.0	10.4	1.2	24.8	46.8	56.5	9.5	7.8	26.3
INTIMITA'.....	100.0	71.9	69.6	62.6	57.5	10.8	1.3	24.0	45.6	55.3	9.0	7.6	28.1
INTREPIDO.....	100.0	79.0	76.8	70.4	65.4	10.3	1.1	28.2	48.5	63.3	9.1	6.6	21.0
IL MONDO.....	100.0	83.8	82.1	77.4	75.1	6.3	.7	27.4	54.7	69.4	8.3	6.1	16.2
MONDO ECONOMICO.....	100.0	82.9	81.6	76.2	72.3	8.3	1.0	28.2	53.3	66.1	10.3	6.5	17.1
IL MONELLO.....	100.0	78.8	76.8	70.6	65.7	10.1	1.0	27.5	49.3	62.6	9.1	7.1	21.2
NOVELLA 2000.....	100.0	74.2	72.1	65.6	60.6	10.3	1.2	24.8	47.3	57.5	9.3	7.3	25.8
OGGI.....	100.0	73.4	71.1	64.8	59.7	10.1	1.3	23.6	47.4	56.2	9.5	7.7	26.6
ONDA TV.....	100.0	74.4	72.2	65.3	60.2	10.9	1.2	26.0	46.2	57.1	9.4	7.8	25.6
PANORAMA.....	100.0	80.4	78.5	73.5	68.9	8.6	1.0	26.0	52.5	64.0	9.7	6.7	19.6
RADIOCORRIERE TV.....	100.0	72.9	70.6	64.4	59.4	10.0	1.2	23.9	46.8	55.4	9.9	7.5	27.1
RAGAZZA IN.....	100.0	80.6	79.2	72.7	67.6	10.6	1.0	28.2	51.0	58.9	12.7	9.0	19.4
ROMBO.....	100.0	81.3	80.0	75.0	69.9	9.2	.9	27.2	52.8	62.9	11.7	6.7	18.7
SORRISI E CANZONI TV.....	100.0	74.2	72.0	65.5	60.3	10.5	1.2	25.2	46.8	57.1	9.8	7.3	25.8
STARTER.....	100.0	82.0	80.1	73.8	67.4	11.9	.8	27.5	52.6	67.3	8.2	6.5	18.0
STOP.....	100.0	68.5	66.4	59.3	54.2	10.6	1.6	21.6	44.8	50.8	9.2	8.6	31.5
TELESETTE.....	100.0	75.0	72.9	66.3	61.2	10.6	1.2	25.9	47.0	58.4	9.5	7.2	25.0
TOPOLINO.....	100.0	79.5	77.6	71.6	67.0	9.5	1.0	26.6	51.0	62.4	9.8	7.3	20.5

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● consumo di profumo o colonia

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso lo	deciso insieme	decidono altri	
TOTALE	100.0	57.6	54.8	48.0	42.9	10.6	1.4	19.4	35.4	43.8	7.8	6.0	42.4
PERIODICI	100.0	68.3	65.6	58.5	53.5	10.5	1.6	23.5	42.1	53.2	8.6	6.5	31.7
SETTIMANALI	100.0	68.3	65.5	58.5	53.8	10.2	1.5	23.1	42.4	53.0	8.6	6.7	31.7
ALBO BLITZ.....	100.0	64.0	61.6	56.6	52.9	7.9	.8	25.1	36.5	52.5	6.7	4.8	36.0
AMICA.....	100.0	74.0	71.8	65.3	60.6	9.9	1.4	25.3	46.6	59.1	8.6	6.4	26.0
ANNA.....	100.0	72.2	70.0	63.3	58.4	10.2	1.4	24.1	45.9	57.1	8.6	6.6	27.8
AUTOSPRINT.....	100.0	68.9	66.7	61.3	57.1	8.7	.9	26.3	40.4	55.8	7.3	5.8	31.1
BELLA.....	100.0	71.1	68.8	62.0	56.6	10.9	1.4	23.9	44.9	56.4	8.0	6.7	28.9
CIAO 2001.....	100.0	68.6	66.2	61.0	57.5	7.7	1.1	23.8	42.4	55.9	7.1	5.6	31.4
CONFIDENZE.....	100.0	68.5	65.8	58.3	53.4	11.0	1.5	23.1	42.7	54.1	7.9	6.5	31.5
DOLLY.....	100.0	71.1	68.3	60.6	55.7	11.4	1.2	26.6	41.7	58.2	7.9	5.0	28.9
DOMENICA DEL CORRIERE.....	100.0	64.4	61.7	54.9	49.4	10.6	1.7	21.3	40.4	48.4	9.0	7.0	35.6
DOMENICA QUIZ.....	100.0	71.6	69.0	61.9	58.3	9.6	1.2	23.8	45.2	57.9	7.6	6.0	28.4
EPOCA.....	100.0	70.7	68.1	62.0	57.4	9.1	1.6	23.2	44.9	54.1	9.4	7.2	29.3
L'ESPRESSO.....	100.0	73.3	71.0	66.1	62.2	7.7	1.1	25.3	45.7	59.2	8.0	6.2	26.7
EUROPEO.....	100.0	70.1	67.9	62.4	58.2	8.5	1.2	24.1	43.9	55.3	8.8	6.0	29.9
EVA EXPRESS.....	100.0	69.5	67.1	59.7	54.9	10.7	1.5	22.9	44.2	54.6	8.2	6.7	30.5
FAMIGLIA CRISTIANA.....	100.0	61.4	58.8	51.6	45.5	11.8	1.5	20.6	38.2	46.4	8.2	6.8	38.6
GENTE.....	100.0	69.0	66.4	59.7	54.6	10.2	1.6	22.7	43.7	53.3	8.8	6.9	31.0
GIOIA.....	100.0	70.5	68.1	61.2	56.2	10.5	1.4	24.0	44.0	55.7	8.5	6.4	29.5
IL GIORNALINO.....	100.0	71.4	69.0	63.1	57.1	10.7	1.3	25.2	43.8	58.5	7.5	5.4	28.6
GRAND HOTEL.....	100.0	65.3	62.4	54.7	49.6	11.4	1.4	22.6	39.8	51.0	8.1	6.1	34.7
GRAZIA.....	100.0	72.9	70.4	64.0	59.1	9.8	1.5	24.1	46.3	57.2	8.9	6.8	27.1
GUERIN SPORTIVO.....	100.0	65.2	62.7	57.7	53.5	8.3	.8	24.6	38.0	51.6	7.9	5.7	34.8
GUIDA CUCINA.....	100.0	73.4	70.7	63.5	59.3	10.2	1.2	24.9	45.9	59.4	7.9	6.1	26.6
GUIDA TV.....	100.0	66.4	63.8	56.6	51.9	10.6	1.4	22.4	41.4	52.0	7.9	6.5	33.6
INTIMITA'.....	100.0	68.4	65.8	58.4	53.1	11.2	1.5	23.1	42.7	53.4	8.2	6.8	31.6
INTREPIDO.....	100.0	68.3	65.5	59.2	54.9	9.5	1.1	24.5	41.0	55.7	7.2	5.4	31.7
IL MONDO.....	100.0	72.7	70.6	65.6	64.2	5.7	.7	26.9	43.7	59.1	7.8	5.8	27.3
MONDO ECONOMICO.....	100.0	70.1	68.3	62.9	59.9	7.5	1.0	25.7	42.6	55.9	8.9	5.3	29.9
IL MONELLO.....	100.0	70.3	67.7	61.2	57.1	9.6	1.0	25.1	42.5	57.5	7.2	5.5	29.7
NOVELLA 2000.....	100.0	68.9	66.5	59.6	54.6	10.6	1.4	23.3	43.3	54.6	7.9	6.4	31.1
OGGI.....	100.0	69.2	66.7	60.0	54.8	10.3	1.5	23.1	43.5	53.7	8.7	6.9	30.8
ONDA TV.....	100.0	67.3	64.7	57.3	52.1	11.4	1.2	23.6	41.2	54.1	7.3	6.0	32.7
PANORAMA.....	100.0	73.5	71.2	66.0	61.5	8.5	1.2	25.1	46.2	58.9	8.3	6.3	26.5
RADIOCORRIERE TV.....	100.0	66.5	64.0	57.6	52.6	10.1	1.3	22.5	41.6	51.5	8.7	6.3	33.5
RAGAZZA IN.....	100.0	70.7	67.8	60.0	55.5	11.2	1.2	26.7	41.1	58.0	7.7	5.0	29.3
ROMBO.....	100.0	64.1	62.8	58.3	55.5	6.7	.6	26.8	36.0	52.5	6.5	5.1	35.9
SORRISI E CANZONI TV.....	100.0	67.8	65.1	57.9	52.9	10.9	1.3	23.4	41.7	53.5	8.3	6.0	32.2
STARTER.....	100.0	56.4	54.9	50.7	47.6	6.9	.4	19.8	35.1	46.1	5.4	5.0	43.6
STOP.....	100.0	64.5	62.2	54.5	49.3	11.0	1.8	20.7	41.4	48.7	8.3	7.5	35.5
TELESETTE.....	100.0	68.6	66.1	58.8	53.9	10.9	1.3	23.4	42.6	54.5	8.1	6.1	31.4
TOPOLINO.....	100.0	73.6	71.2	64.6	60.3	9.8	1.1	25.6	45.6	59.9	7.6	6.1	26.4

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● consumo di profumo o colonia

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso lo	deciso insieme	decidono altri	
TOTALE	100.0	57.6	54.8	48.0	42.9	10.6	1.4	19.4	35.4	43.8	7.8	6.0	42.4
MENSILI	100.0	74.9	72.6	65.3	61.2	10.2	1.2	27.1	45.5	60.0	8.6	6.4	25.1
ABITARE	100.0	73.3	70.9	65.9	61.5	8.1	1.2	25.2	45.7	58.6	8.2	6.5	26.7
AD	100.0	76.4	74.2	69.4	65.8	7.2	1.1	26.2	47.9	61.8	7.8	6.8	23.6
AIRONE	100.0	76.7	74.9	69.9	65.9	8.0	1.0	25.5	49.4	63.0	7.1	6.6	23.3
ALTA FEDELTA'	100.0	61.3	58.8	53.5	49.8	7.8	1.2	22.3	36.6	47.3	8.4	5.6	38.7
ASTRA	100.0	76.8	74.9	69.0	65.8	8.0	1.1	25.8	49.0	63.2	7.5	6.1	23.2
ATLANTE	100.0	73.7	71.3	66.6	62.6	7.8	1.0	25.3	46.0	59.8	7.2	6.7	26.3
AUTO CAPITAL	100.0	71.3	69.8	64.4	61.4	7.6	.8	25.8	43.9	58.4	7.3	5.6	28.7
L'AUTOMOBILE	100.0	69.9	67.4	61.1	56.3	9.9	1.2	23.7	43.7	54.8	8.7	6.4	30.1
BENISSIMO	100.0	73.8	71.4	64.1	59.3	10.8	1.3	25.7	45.7	59.5	8.2	6.2	26.2
BRAVA CASA	100.0	74.9	72.7	66.7	62.5	9.0	1.1	25.5	47.2	60.4	8.3	6.3	25.1
CAPITAL	100.0	76.3	74.4	69.2	65.2	7.9	1.3	26.3	48.1	61.6	8.0	6.7	23.7
CASAVIVA	100.0	76.4	74.1	68.2	63.8	9.1	1.2	25.7	48.4	62.3	7.8	6.3	23.6
100 COSE	100.0	74.0	71.9	64.8	60.1	10.5	1.2	25.4	46.4	60.1	7.7	6.2	26.0
CONSIGLI PRATICI	100.0	68.4	65.3	59.2	54.1	10.0	1.3	22.6	42.7	54.1	8.0	6.3	31.6
CORTO MALTESE	100.0	73.8	72.8	70.1	67.5	4.8	.6	21.3	51.6	65.0	4.3	4.5	26.2
COSMOPOLITAN	100.0	79.2	77.3	71.6	67.7	8.4	1.2	27.2	50.1	65.9	6.9	6.4	20.8
LA CUCINA ITALIANA	100.0	71.1	68.6	61.7	56.8	10.4	1.4	23.9	44.7	56.3	8.1	6.7	28.9
DONNAPIU'	100.0	75.3	73.1	66.8	62.1	9.9	1.1	25.5	47.6	62.3	6.9	6.1	24.7
ESPANSIONE	100.0	79.4	77.9	73.3	71.2	5.7	1.0	27.8	50.1	62.9	7.7	8.8	20.6
FOTOGRAFARE	100.0	74.4	71.7	66.2	62.7	7.9	1.1	25.5	46.2	59.7	8.4	6.2	25.6
GARDENIA	100.0	76.3	74.4	69.2	65.2	8.2	1.0	26.2	48.2	63.0	6.9	6.4	23.7
GENTE MONEY	100.0	77.0	74.6	69.3	65.6	7.9	1.1	25.7	48.9	62.1	8.0	6.8	23.0
GENTE MOTORI	100.0	69.0	66.6	60.6	55.7	9.9	1.0	24.1	42.5	54.6	7.9	6.5	31.0
GENTE VIAGGI	100.0	74.6	72.6	67.0	62.8	8.7	1.1	25.4	47.2	60.9	7.2	6.5	25.4
GIOIELLI	100.0	73.1	70.4	63.4	58.7	10.4	1.2	25.6	44.8	58.7	8.3	6.1	26.9
INSIEME	100.0	77.5	74.9	68.4	64.8	9.3	.8	25.3	49.6	64.8	6.8	6.0	22.5
JESUS	100.0	65.8	64.0	56.7	51.1	12.0	.9	23.4	40.6	52.4	7.6	5.8	34.2
LEI	100.0	75.3	73.2	67.4	62.7	9.3	1.1	26.0	47.1	61.7	7.3	6.3	24.7
LINUS	100.0	77.9	75.7	71.0	67.0	7.9	.9	25.9	49.9	63.9	7.5	6.5	22.1
MADRE	100.0	66.9	64.7	56.6	50.6	12.9	1.3	23.0	41.8	51.8	8.1	7.0	33.1
MANI DI FATA	100.0	67.5	64.5	57.3	52.4	10.7	1.4	23.5	41.1	52.9	8.8	5.8	32.5
MAX	100.0	78.0	76.5	71.4	68.4	7.3	.8	27.6	48.9	65.6	6.5	5.9	22.0
MESSAGGERO DI S.ANTONIO	100.0	57.6	54.7	47.6	41.4	11.7	1.6	19.5	35.2	42.7	8.2	6.6	42.4
LA MIA CASA	100.0	70.2	67.7	60.4	55.1	10.9	1.6	24.0	43.6	56.2	7.8	6.2	29.8
MILLEIDEE	100.0	72.8	70.4	63.5	58.6	10.4	1.3	24.7	45.7	58.3	8.3	6.2	27.2
MODA	100.0	68.5	66.0	59.1	53.9	10.7	1.3	23.6	42.4	54.0	8.4	6.1	31.5
MOTOCICLISMO	100.0	65.6	63.6	58.7	54.0	8.9	.7	24.7	38.9	53.0	6.6	6.0	34.4
MUSIC	100.0	68.6	66.9	60.5	57.7	8.3	.9	24.8	42.1	56.7	7.5	4.4	31.4
NATURA OGGI	100.0	71.9	69.7	64.2	59.2	9.3	1.2	23.4	46.4	57.3	7.8	6.8	28.1
PESCARRE	100.0	66.5	64.3	58.4	54.2	9.4	.6	25.2	39.1	53.3	7.9	5.4	33.5
PHOTO ITALIANA	100.0	71.3	69.0	64.9	61.8	6.2	.9	26.3	42.7	59.0	6.8	5.5	28.7
IL PIACERE	100.0	78.1	76.1	71.1	67.6	7.3	1.2	26.6	49.5	63.8	8.0	6.3	21.9
PLAYMEN	100.0	61.2	58.6	53.8	50.7	7.2	.7	23.4	35.3	49.7	6.7	4.8	38.8
PM	100.0	77.3	75.2	70.8	67.3	7.0	.9	27.5	47.7	64.5	6.8	6.0	22.7
QUATTORRUOTE	100.0	69.1	66.8	61.1	56.5	9.2	1.1	24.5	42.3	55.1	7.9	6.1	30.9
QUI TOURING	100.0	77.1	74.9	69.7	65.1	8.1	1.7	24.9	50.0	60.9	8.6	7.5	22.9
RAKAM	100.0	73.6	71.0	64.6	59.8	10.0	1.2	25.8	45.2	59.5	8.2	6.0	26.4
ROCKSTAR	100.0	66.4	65.4	61.3	60.3	4.9	.2	27.9	37.6	55.1	8.0	3.3	33.6
SALVE	100.0	75.8	73.6	67.7	63.6	8.8	1.2	26.0	47.6	61.7	7.8	6.2	24.2
SCIENZA 2000	100.0	70.8	67.9	59.7	57.2	9.2	1.5	22.6	45.2	54.2	10.6	6.1	29.2
SCIENZA E VITA NUOVA	100.0	73.3	71.0	65.5	61.0	9.2	.9	24.7	46.3	59.4	7.5	6.4	26.7
LE SCIENZE	100.0	72.9	69.8	65.1	60.8	7.4	1.6	22.9	47.0	56.6	8.6	7.7	27.1
SELEZIONE DAL R.DIGEST	100.0	70.7	68.2	61.4	56.2	10.5	1.5	23.8	44.4	55.0	8.8	6.9	29.3
STARBENE	100.0	73.3	71.1	65.1	60.6	9.2	1.3	24.8	46.4	59.5	7.6	6.2	26.7
STORIA ILLUSTRATA	100.0	67.2	64.7	59.6	55.6	8.1	1.0	22.6	42.1	52.8	8.2	6.2	32.8
SUPER GOL	100.0	59.8	57.2	52.1	47.3	9.1	.9	22.8	34.4	46.3	8.0	5.4	40.2
IL TENNIS ITALIANO	100.0	70.4	67.9	63.2	60.4	6.8	.7	25.2	42.7	57.0	8.7	4.7	29.6
TUTTO CUCINA	100.0	68.7	66.0	58.5	53.7	11.1	1.3	23.4	42.6	54.2	8.1	6.4	31.3
TUTTO MAGLIA	100.0	65.5	62.9	55.4	49.8	11.7	1.4	22.5	40.4	51.2	8.4	5.9	34.5
TUTTO MOTO	100.0	69.1	67.1	61.9	57.0	9.4	.7	25.7	41.4	56.3	6.7	6.2	30.9
TUTTO MUSICA & SPETTACOLO	100.0	72.6	70.0	63.4	59.3	9.7	1.0	26.4	43.6	60.3	7.1	5.2	27.4
TUTTO TURISMO	100.0	71.0	68.6	62.7	58.2	9.3	1.2	24.4	44.2	57.4	7.5	6.1	29.0
TUTTO UNCINETTO	100.0	66.3	63.4	55.6	50.8	11.2	1.4	23.1	40.3	52.0	8.4	5.9	33.7
VELA E MOTORE	100.0	67.4	65.2	59.3	54.3	9.8	1.2	22.8	42.5	49.1	11.2	7.2	32.6
VITAL	100.0	77.3	76.0	69.9	66.5	8.8	.7	25.5	50.5	65.9	6.3	5.0	22.7
WEEKEND	100.0	73.6	72.0	65.9	64.0	7.1	.8	29.0	42.9	61.0	7.0	5.6	26.4
ZOOM	100.0	65.1	63.2	60.7	58.1	4.5	.6	30.3	32.9	54.1	6.4	4.7	34.9
DIANA (Quindicinale)	100.0	58.9	55.7	49.7	44.9	9.9	.9	21.1	34.6	45.6	7.9	5.4	41.1

Donne

Lettori ultimo periodo

analisi secondo: ● consumo di assorbenti igienici

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso lo	deciso insieme	decidono altri	
TOTALE	100.0	58.6	54.5	16.1	1.1	3.0	50.3	16.1	38.4	49.3	6.3	3.0	41.4
PERIODICI	100.0	68.5	63.9	19.8	1.2	3.5	59.2	19.8	44.1	57.1	7.9	3.5	31.5
SETTIMANALI	100.0	68.6	63.9	20.0	1.1	3.6	59.2	20.0	44.0	57.0	7.9	3.7	31.4
ALBO BLITZ.....	100.0	92.3	86.5	26.3	1.4	4.9	80.2	26.3	60.2	78.2	9.6	4.4	7.7
AMICA.....	100.0	75.5	70.4	22.2	1.1	4.0	65.2	22.2	48.1	62.9	8.5	4.1	24.5
ANNA.....	100.0	72.3	67.3	21.7	1.1	3.7	62.5	21.7	45.7	60.6	8.1	3.6	27.7
AUTOSPRINT.....	100.0	85.1	79.8	24.8	1.3	4.4	74.0	24.8	55.0	70.7	9.8	4.6	14.9
BELLA.....	100.0	71.4	66.7	21.2	1.2	3.6	61.9	21.2	45.5	60.5	7.3	3.6	28.6
CIAO 2001.....	100.0	91.6	87.1	25.8	.7	4.9	81.5	25.8	61.4	58.8	21.7	11.0	8.4
CONFIDENZE.....	100.0	69.7	65.1	19.8	1.3	3.5	60.4	19.8	45.3	58.4	7.6	3.7	30.3
DOLLY.....	100.0	93.9	88.8	25.2	.7	5.2	82.9	25.2	63.6	60.2	23.0	10.7	6.1
DOMENICA DEL CORRIERE.....	100.0	56.0	52.1	16.5	1.2	2.7	48.2	16.5	35.6	47.8	5.5	2.6	44.0
DOMENICA QUIZ.....	100.0	79.8	74.6	24.6	1.1	4.0	69.4	24.6	50.0	67.8	8.3	3.8	20.2
EPOCA.....	100.0	64.8	60.3	19.4	1.0	3.3	56.1	19.4	40.9	54.3	7.1	3.4	35.2
L'ESPRESSO.....	100.0	82.0	76.8	23.7	1.0	4.5	71.3	23.7	53.1	69.7	8.4	3.8	18.0
EUROPEO.....	100.0	70.9	65.8	20.7	1.1	3.8	61.0	20.7	45.1	61.1	6.8	3.0	29.1
EVA EXPRESS.....	100.0	69.1	64.5	20.5	1.2	3.6	59.7	20.5	44.0	57.5	7.9	3.7	30.9
FAMIGLIA CRISTIANA.....	100.0	57.6	53.8	16.5	1.2	3.0	49.7	16.5	37.3	48.3	6.2	3.1	42.4
GENTE.....	100.0	64.4	60.0	18.8	1.1	3.3	55.6	18.8	41.2	54.5	6.7	3.2	35.6
GIOIA.....	100.0	73.6	68.7	21.4	1.2	3.9	63.6	21.4	47.3	60.1	9.1	4.4	26.4
IL GIORNALINO.....	100.0	82.8	77.4	23.1	1.6	4.4	71.3	23.1	54.3	67.0	10.5	5.4	17.2
GRAND HOTEL.....	100.0	71.0	66.3	19.8	1.2	3.7	61.4	19.8	46.5	58.5	8.5	4.0	29.0
GRAZIA.....	100.0	72.8	67.9	21.5	1.1	3.8	63.0	21.5	46.4	60.2	8.5	4.0	27.2
GUERIN SPORTIVO.....	100.0	90.6	85.4	24.3	.8	4.9	79.6	24.3	61.0	66.1	16.6	7.9	9.4
GUIDA CUCINA.....	100.0	79.0	73.8	22.9	1.1	4.0	68.7	22.9	50.9	67.1	8.0	3.8	21.0
GUIDA TV.....	100.0	72.7	67.9	20.7	1.1	3.6	63.2	20.7	47.2	58.7	9.3	4.6	27.3
INTIMITA'.....	100.0	66.8	62.4	19.5	1.3	3.3	57.8	19.5	42.9	56.8	6.7	3.4	33.2
INTREPIDO.....	100.0	89.5	83.8	24.4	1.3	4.7	77.9	24.4	59.4	73.8	10.4	5.3	10.5
IL MONDO.....	100.0	84.8	78.4	26.2	1.1	4.4	72.9	26.2	52.2	73.8	8.0	2.9	15.2
MONDO ECONOMICO.....	100.0	81.8	76.2	23.7	1.0	4.4	70.9	23.7	52.5	64.9	11.5	5.4	18.2
IL MONELLO.....	100.0	86.1	80.5	24.3	1.1	4.3	75.0	24.3	56.2	69.6	10.9	5.5	13.9
NOVELLA 2000.....	100.0	71.5	66.8	21.0	1.3	3.6	61.9	21.0	45.8	58.9	8.5	4.0	28.5
OGGI.....	100.0	65.9	61.4	19.3	1.1	3.4	56.9	19.3	42.2	55.9	6.7	3.3	34.1
ONDA TV.....	100.0	79.4	74.4	22.2	1.2	4.0	69.3	22.2	52.3	62.9	10.4	6.1	20.6
PANORAMA.....	100.0	79.2	73.9	23.1	1.0	4.3	68.7	23.1	50.9	66.8	8.5	4.0	20.8
RADIOCORRIERE TV.....	100.0	67.0	62.4	19.4	1.1	3.4	58.0	19.4	43.1	55.3	8.0	3.8	33.0
RAGAZZA IN.....	100.0	92.5	87.6	26.2	.7	4.9	82.0	26.2	61.4	59.6	21.9	11.0	7.5
ROMBO.....	100.0	89.3	84.2	26.7	1.1	5.0	78.1	26.7	57.4	64.9	16.8	7.6	10.7
SORRISI E CANZONI TV.....	100.0	76.7	71.6	21.5	1.2	4.0	66.5	21.5	50.1	61.6	10.2	4.8	23.3
STARTER.....	100.0	88.7	83.5	25.6	.8	5.0	77.7	25.6	58.0	72.2	10.5	6.0	11.3
STOP.....	100.0	53.9	50.3	16.5	1.3	2.6	46.3	16.5	33.8	45.0	5.9	2.9	46.1
TELESETTE.....	100.0	75.6	70.6	21.4	1.2	3.8	65.6	21.4	49.3	61.7	9.3	4.6	24.4
TOPOLINO.....	100.0	86.8	81.4	24.8	1.1	4.5	75.8	24.8	56.6	69.8	11.4	5.6	13.2

Lettori ultimo periodo

analisi secondo: ● consumo di prodotti per il trucco del viso

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	48.2	47.0	42.9	40.5	5.6	.9	22.8	24.2	42.6	3.5	2.1	51.8
PERIODICI	100.0	59.2	57.9	53.1	50.6	6.2	1.1	28.9	29.0	52.3	4.5	2.4	40.8
SETTIMANALI	100.0	59.8	58.4	53.8	51.3	6.0	1.2	29.3	29.2	52.8	4.6	2.4	40.2
ALBO BLITZ.....	100.0	74.5	73.1	67.2	62.9	9.2	1.0	36.8	36.4	68.1	4.6	1.8	25.5
AMICA.....	100.0	69.9	68.6	63.8	61.2	6.2	1.2	35.5	33.1	62.5	4.7	2.8	30.1
ANNA.....	100.0	66.7	65.3	60.6	58.1	6.0	1.2	33.3	32.0	59.5	4.6	2.6	33.3
AUTOSPRINT.....	100.0	72.3	70.9	65.4	61.9	7.7	1.4	35.1	35.8	64.8	4.8	2.7	27.7
BELLA.....	100.0	62.8	61.4	56.4	53.8	6.5	1.1	30.5	31.0	56.2	4.1	2.5	37.2
CIAO 2001.....	100.0	73.8	72.8	68.2	63.1	8.5	1.2	34.0	38.8	58.5	10.1	5.3	26.2
CONFIDENZE.....	100.0	59.2	57.9	52.8	50.1	6.8	1.0	27.9	30.0	52.8	4.1	2.3	40.8
DOLLY.....	100.0	73.0	71.9	66.6	60.5	10.0	1.3	33.5	38.4	58.3	10.3	4.5	27.0
DOMENICA DEL CORRIERE.....	100.0	54.9	53.7	49.4	47.3	5.4	1.0	27.3	26.3	49.1	3.6	2.2	45.1
DOMENICA QUIZ.....	100.0	69.7	68.2	62.7	60.8	6.4	1.0	34.2	34.0	62.7	4.5	2.5	30.3
EPOCA.....	100.0	65.6	64.0	59.6	57.5	5.4	1.1	32.8	31.2	58.2	4.6	2.8	34.4
L'ESPRESSO.....	100.0	75.6	73.8	68.9	66.3	6.3	1.2	38.2	35.5	68.0	4.9	2.8	24.4
EUROPEO.....	100.0	70.5	68.7	64.1	62.0	5.6	1.1	35.6	33.1	63.7	4.4	2.4	29.5
EVA EXPRESS.....	100.0	61.7	60.5	55.6	53.1	6.3	1.1	29.6	30.9	55.4	4.1	2.2	38.3
FAMIGLIA CRISTIANA.....	100.0	50.0	48.8	44.6	42.1	5.8	.9	23.9	24.9	43.9	3.6	2.5	50.0
GENTE.....	100.0	60.5	59.1	54.6	52.5	5.5	1.1	29.6	29.5	53.9	4.1	2.5	39.5
GIOIA.....	100.0	64.4	63.1	58.4	55.5	6.5	1.1	31.8	31.2	56.8	4.9	2.7	35.6
IL GIORNALINO.....	100.0	66.3	64.9	59.9	55.9	7.6	1.4	31.9	33.0	58.0	5.3	3.0	33.7
GRAND HOTEL.....	100.0	56.8	55.5	50.5	47.5	7.0	1.0	26.4	29.1	50.2	4.3	2.3	43.2
GRAZIA.....	100.0	67.6	66.2	61.6	58.8	6.2	1.2	33.4	32.8	60.0	4.8	2.8	32.4
GUERIN SPORTIVO.....	100.0	75.0	73.7	68.8	63.7	8.8	1.2	35.5	38.3	63.0	8.6	3.4	25.0
GUIDA CUCINA.....	100.0	67.3	65.8	60.3	57.6	7.1	1.1	32.4	33.4	60.3	4.4	2.6	32.7
GUIDA TV.....	100.0	61.3	60.0	55.0	52.0	7.0	1.0	28.8	31.1	54.0	4.8	2.6	38.7
INTIMITA'.....	100.0	57.6	56.4	51.5	49.1	6.4	1.0	27.2	29.2	51.5	3.8	2.3	42.4
INTREPIDO.....	100.0	69.9	68.4	62.5	58.7	8.7	1.0	33.5	34.9	62.1	5.2	2.6	30.1
IL MONDO.....	100.0	81.5	80.0	74.5	72.9	5.6	1.5	43.9	36.1	74.3	4.3	3.0	18.5
MONDO ECONOMICO.....	100.0	76.4	74.9	69.9	67.3	6.3	1.2	38.7	36.2	67.8	5.8	2.8	23.6
IL MONELLO.....	100.0	70.2	68.8	63.1	59.7	7.9	1.2	34.1	34.7	62.3	5.2	2.7	29.8
NOVELLA 2000.....	100.0	62.2	61.0	56.1	53.1	6.8	1.1	29.9	31.1	55.3	4.6	2.3	37.8
OGGI.....	100.0	61.0	59.6	55.0	52.8	5.7	1.1	30.1	29.6	54.4	4.1	2.5	39.0
ONDA TV.....	100.0	60.7	59.5	53.8	50.2	8.1	1.2	28.1	31.4	53.0	4.8	2.9	39.3
PANORAMA.....	100.0	74.2	72.5	67.6	64.9	6.3	1.3	37.6	34.9	66.4	4.9	2.9	25.8
RADIOCORRIERE TV.....	100.0	59.8	58.3	53.8	51.4	5.9	1.0	29.2	29.2	52.6	4.6	2.6	40.2
RAGAZZA IN.....	100.0	69.3	68.2	62.2	57.0	9.8	1.4	30.8	37.3	55.4	9.2	4.6	30.7
ROMBO.....	100.0	75.0	73.8	69.4	64.7	7.8	1.3	35.9	37.9	63.4	7.9	3.7	25.0
SORRISI E CANZONI TV.....	100.0	62.3	61.1	56.2	52.8	7.2	1.1	29.6	31.5	54.6	5.1	2.7	37.7
STARTER.....	100.0	74.3	72.5	66.1	62.3	8.9	1.3	36.4	36.2	66.7	4.9	2.7	25.7
STOP.....	100.0	50.9	49.9	45.7	43.8	5.2	.9	24.2	25.7	45.5	3.5	2.0	49.1
TELESETTE.....	100.0	62.7	61.4	56.2	53.1	7.3	1.0	29.3	32.0	55.5	4.7	2.6	37.3
TOPOLINO.....	100.0	71.5	70.0	64.7	61.2	7.6	1.2	34.6	35.4	63.1	5.4	3.0	28.5

Donne

Lettori ultimo periodo

analisi secondo: ● consumo di prodotti per la cura del viso

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso lo	deciso insieme	decidono altri	
TOTALE	100.0	52.6	51.1	47.4	45.9	4.6	.6	25.3	25.7	46.0	4.2	2.5	47.4
PERIODICI	100.0	64.3	62.7	58.5	56.7	5.2	.7	31.5	31.2	56.7	4.9	2.7	35.7
SETTIMANALI	100.0	64.8	63.2	59.1	57.1	5.3	.8	31.8	31.4	56.8	5.1	2.9	35.2
ALBO BLITZ.....	100.0	71.4	69.6	64.5	62.2	6.7	.7	36.5	33.0	64.9	4.0	2.6	28.6
AMICA.....	100.0	71.8	70.2	66.4	64.8	4.8	.5	36.3	33.9	63.5	5.4	2.9	28.2
ANNA.....	100.0	69.0	67.6	63.8	62.2	4.8	.6	34.7	32.9	61.0	5.2	2.8	31.0
AUTOSPRINT.....	100.0	71.9	70.2	66.2	63.9	5.7	.7	35.3	35.0	63.9	5.0	2.9	28.1
BELLA.....	100.0	67.0	65.6	61.6	60.1	4.8	.6	33.5	32.0	59.5	4.8	2.7	33.0
CIAO 2001.....	100.0	69.2	67.7	63.9	61.0	6.3	.4	28.7	39.0	51.8	11.3	6.0	30.8
CONFIDENZE.....	100.0	63.0	61.4	57.1	55.4	5.3	.7	30.8	30.6	55.9	4.5	2.7	37.0
DOLLY.....	100.0	65.9	64.1	59.6	55.5	8.0	.6	28.1	36.0	51.0	10.2	4.7	34.1
DOMENICA DEL CORRIERE.....	100.0	61.5	59.9	56.1	55.0	4.3	.6	31.0	28.9	54.2	4.6	2.6	38.5
DOMENICA QUIZ.....	100.0	70.3	68.8	64.1	62.9	5.2	.6	34.6	34.1	63.1	4.7	2.6	29.7
EPOCA.....	100.0	69.5	67.8	64.1	62.9	4.3	.5	35.1	32.7	61.1	5.4	3.0	30.5
L'ESPRESSO.....	100.0	75.8	73.5	69.7	68.1	4.8	.6	38.2	35.3	67.6	5.4	2.7	24.2
EUROPEO.....	100.0	72.5	70.6	66.5	65.5	4.5	.5	37.6	33.0	64.9	5.2	2.5	27.5
EVA EXPRESS.....	100.0	64.7	63.4	59.3	57.7	5.0	.7	31.8	31.6	57.5	4.6	2.7	35.3
FAMIGLIA CRISTIANA.....	100.0	57.4	55.9	52.2	50.8	4.5	.6	28.8	27.2	50.0	4.6	2.8	42.6
GENTE.....	100.0	64.5	62.9	59.1	57.6	4.7	.7	32.0	31.0	57.0	4.8	2.7	35.5
GIOIA.....	100.0	67.0	65.5	61.6	59.8	5.2	.6	33.1	32.3	58.7	5.3	3.0	33.0
IL GIORNALINO.....	100.0	69.3	67.7	63.4	61.3	5.6	.9	33.9	33.8	60.3	5.7	3.3	30.7
GRAND HOTEL.....	100.0	58.7	57.2	52.9	51.0	5.5	.7	27.6	29.6	51.6	4.5	2.6	41.3
GRAZIA.....	100.0	70.1	68.5	64.7	63.1	4.8	.6	35.1	33.3	61.6	5.5	3.0	29.9
GUERIN SPORTIVO.....	100.0	72.2	70.5	66.4	63.4	6.4	.7	32.7	37.8	59.2	8.9	4.1	27.8
GUIDA CUCINA.....	100.0	68.2	66.3	61.8	60.0	5.7	.7	32.7	33.6	60.9	4.6	2.7	31.8
GUIDA TV.....	100.0	63.5	61.8	57.7	55.7	5.4	.7	30.3	31.5	55.4	5.2	3.0	36.5
INTIMITA'.....	100.0	63.0	61.5	57.5	55.9	4.9	.7	30.9	30.6	56.0	4.3	2.6	37.0
INTREPIDO.....	100.0	68.0	66.2	61.2	58.8	6.7	.7	32.4	33.8	60.0	5.2	2.8	32.0
IL MONDO.....	100.0	84.2	82.4	79.0	77.5	4.4	.5	45.4	37.1	76.3	5.2	2.7	15.8
MONDO ECONOMICO.....	100.0	77.8	76.5	72.6	70.7	5.2	.6	39.8	36.7	67.6	6.9	3.3	22.2
IL MONELLO.....	100.0	68.4	66.6	61.9	59.8	6.2	.7	33.5	33.2	60.2	5.3	3.0	31.6
NOVELLA 2000.....	100.0	64.7	63.4	59.4	57.6	5.1	.7	31.3	32.1	57.0	4.9	2.8	35.3
OGGI.....	100.0	65.2	63.7	59.8	58.3	4.7	.7	32.5	31.2	57.6	4.9	2.8	34.8
ONDA TV.....	100.0	61.8	60.2	55.7	53.2	6.3	.8	29.0	31.2	53.4	5.1	3.3	38.2
PANORAMA.....	100.0	74.9	72.7	68.8	67.3	4.8	.6	37.9	34.8	66.5	5.6	2.8	25.1
RADIOCORRIERE TV.....	100.0	63.3	61.6	57.6	56.0	5.0	.5	31.0	30.6	55.2	5.1	2.9	36.7
RAGAZZA IN.....	100.0	63.8	62.2	57.7	54.0	7.5	.7	26.7	35.6	49.2	9.6	4.9	36.2
ROMBO.....	100.0	73.0	71.8	67.9	64.9	6.4	.5	35.1	36.7	60.5	8.3	4.3	27.0
SORRISI E CANZONI TV.....	100.0	63.3	61.8	57.6	55.5	5.6	.7	30.1	31.7	55.0	5.4	2.9	36.7
STARTER.....	100.0	69.5	67.1	62.8	60.8	5.7	.7	34.6	32.6	62.0	5.0	2.5	30.5
STOP.....	100.0	58.7	57.5	53.8	52.5	4.3	.7	29.0	28.5	51.9	4.2	2.6	41.3
TELESETTE.....	100.0	63.8	62.0	57.7	55.7	5.6	.7	30.4	31.6	55.9	5.0	2.8	36.2
TOPOLINO.....	100.0	70.7	68.9	64.7	62.6	5.7	.7	33.7	35.3	61.7	5.7	3.3	29.3

Donne

Lettori ultimo periodo

analisi secondo: ● consumo di creme per il corpo

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso lo	deciso insieme	decidono altri	
TOTALE	100.0	17.2	16.2	13.2	10.7	5.1	.5	7.0	9.2	14.7	1.7	.8	82.8
PERIODICI	100.0	21.5	20.5	16.8	13.5	6.4	.6	9.1	11.4	18.5	2.3	.8	78.5
SETTIMANALI	100.0	21.9	20.7	17.0	13.7	6.4	.6	9.3	11.4	18.7	2.3	.9	78.1
ALBO BLITZ.....	100.0	25.8	24.4	19.9	16.3	7.4	.6	11.4	12.9	23.8	1.6	.5	74.2
AMICA.....	100.0	28.0	26.7	22.1	17.9	8.1	.7	11.5	15.3	24.6	2.5	1.0	72.0
ANNA.....	100.0	26.4	25.2	20.9	16.9	7.6	.7	11.0	14.3	23.1	2.3	1.0	73.6
AUTOSPRINT.....	100.0	26.8	25.6	21.1	17.1	7.8	.7	11.3	14.4	23.7	2.2	.9	73.2
BELLA.....	100.0	24.1	23.1	19.1	15.6	6.9	.7	10.3	12.8	21.2	2.1	.8	75.9
CIAO 2001.....	100.0	25.9	24.8	19.4	15.8	7.9	1.2	8.4	16.4	18.3	6.1	1.5	74.1
CONFIDENZE.....	100.0	21.0	20.1	16.3	13.2	6.3	.5	8.7	11.4	18.3	2.0	.8	79.0
DOLLY.....	100.0	21.3	20.1	16.3	13.1	6.4	.5	7.3	12.7	15.1	4.8	1.4	78.7
DOMENICA DEL CORRIERE.....	100.0	22.1	20.9	17.0	13.9	6.4	.7	9.1	11.8	19.3	1.9	1.0	77.9
DOMENICA QUIZ.....	100.0	26.0	24.6	20.5	16.5	7.5	.5	10.6	14.0	23.4	1.9	.7	74.0
EPOCA.....	100.0	27.0	25.8	21.3	17.0	8.1	.7	10.9	14.9	23.4	2.5	1.1	73.0
L'ESPRESSO.....	100.0	31.2	29.3	24.3	19.4	9.1	.8	12.1	17.2	27.8	2.5	.9	68.8
EUROPEO.....	100.0	29.5	27.7	23.0	18.5	8.5	.7	12.2	15.5	26.3	2.2	.9	70.5
EVA EXPRESS.....	100.0	22.5	21.6	17.6	14.4	6.6	.6	9.4	12.2	19.6	2.0	.9	77.5
FAMIGLIA CRISTIANA.....	100.0	19.8	19.0	15.4	12.6	5.8	.6	8.3	10.7	17.0	1.9	.9	80.2
GENTE.....	100.0	23.1	22.0	18.0	14.5	6.9	.7	9.4	12.6	20.1	2.1	1.0	76.9
GIOIA.....	100.0	24.4	23.4	19.3	15.5	7.2	.6	9.9	13.5	21.0	2.4	.9	75.6
IL GIORNALINO.....	100.0	22.8	21.9	18.0	13.9	7.2	.8	9.3	12.6	19.4	2.4	.9	77.2
GRAND HOTEL.....	100.0	18.2	17.3	14.0	11.3	5.5	.5	7.4	9.9	15.6	1.9	.7	81.8
GRAZIA.....	100.0	27.4	26.2	21.7	17.4	8.0	.7	11.2	15.0	23.9	2.5	1.0	72.6
GUERIN SPORTIVO.....	100.0	25.8	24.5	19.9	16.0	7.8	.8	9.6	14.9	20.3	4.5	1.1	74.2
GUIDA CUCINA.....	100.0	24.0	22.7	18.7	15.2	6.9	.6	9.9	12.8	21.1	2.0	.8	76.0
GUIDA TV.....	100.0	21.5	20.4	16.5	13.3	6.6	.6	8.7	11.7	18.2	2.3	1.0	78.5
INTIMITA'.....	100.0	20.5	19.7	15.9	12.9	6.2	.5	8.6	11.1	17.8	1.9	.8	79.5
INTREPIDO.....	100.0	22.8	21.7	17.7	14.2	6.9	.7	9.3	12.4	19.8	2.3	.7	77.2
IL MONDO.....	100.0	38.7	37.1	31.6	25.5	10.9	.7	15.8	21.3	35.2	2.3	1.2	61.3
MONDO ECONOMICO.....	100.0	32.7	31.2	26.6	21.5	9.1	.6	13.3	17.9	27.6	3.6	1.4	67.3
IL MONELLO.....	100.0	24.6	23.4	19.2	15.6	7.1	.6	10.2	13.1	21.3	2.4	.9	75.4
NOVELLA 2000.....	100.0	21.8	20.9	17.0	14.0	6.3	.7	9.1	11.8	18.9	2.1	.8	78.2
OGGI.....	100.0	23.4	22.4	18.3	14.7	6.9	.7	9.6	12.8	20.3	2.1	1.0	76.6
ONDA TV.....	100.0	20.1	19.0	15.3	12.2	6.3	.5	8.0	11.0	16.6	2.4	1.0	79.9
PANORAMA.....	100.0	30.9	29.0	24.1	19.3	9.0	.8	12.3	16.7	27.3	2.6	.9	69.1
RADIOCORRIERE TV.....	100.0	22.1	21.0	17.1	13.6	6.8	.6	8.7	12.3	19.0	2.2	.9	77.9
RAGAZZA IN.....	100.0	21.0	19.8	16.1	12.6	6.7	.4	7.2	12.6	14.5	4.9	1.6	79.0
ROMBO.....	100.0	26.9	25.9	21.1	16.6	8.6	.6	10.3	15.5	22.2	3.6	1.2	73.1
SORRISI E CANZONI TV.....	100.0	21.1	20.1	16.4	13.2	6.3	.6	8.5	11.6	17.8	2.4	.9	78.9
STARTER.....	100.0	27.2	25.5	21.2	17.6	7.2	.7	12.7	12.8	23.7	2.8	.7	72.8
STOP.....	100.0	19.4	18.6	14.8	12.1	5.8	.7	8.0	10.6	16.6	1.9	.9	80.6
TELESETTE.....	100.0	21.4	20.2	16.3	13.2	6.5	.5	8.7	11.6	18.2	2.3	.8	78.6
TOPOLINO.....	100.0	25.7	24.4	20.0	16.1	7.6	.7	10.3	14.0	21.9	2.7	1.0	74.3

Lettori ultimo periodo

analisi secondo: ● consumo di lozioni pre e dopo barba

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso lo	deciso insieme	decidono altri	
TOTALE	100.0	65.3	64.3	61.0	56.2	7.5	.6	23.2	41.1	37.6	15.1	12.6	34.7
PERIODICI	100.0	68.0	67.0	63.6	58.6	7.8	.6	25.4	41.7	41.3	15.0	11.8	32.0
SETTIMANALI	100.0	68.2	67.3	63.9	58.6	8.1	.6	25.8	41.4	41.1	15.3	11.8	31.8
ALBO BLITZ.....	100.0	64.4	63.5	60.1	52.5	10.5	.5	22.2	41.4	38.0	14.6	11.7	35.6
AMICA.....	100.0	65.9	65.1	61.9	58.5	6.0	.6	25.0	40.1	41.2	13.7	11.0	34.1
ANNA.....	100.0	65.8	65.1	61.9	58.7	5.7	.6	25.0	40.1	40.4	13.9	11.6	34.2
AUTOSPRINT.....	100.0	66.4	65.6	62.1	56.1	8.8	.6	23.5	42.1	39.9	14.7	11.8	33.6
BELLA.....	100.0	65.2	64.4	61.2	57.1	6.6	.6	23.1	41.3	37.5	15.0	12.7	34.8
CIAO 2001.....	100.0	63.4	62.8	58.4	49.1	12.9	.7	19.6	43.1	37.2	15.2	11.0	36.6
CONFIDENZE.....	100.0	65.4	64.6	61.4	56.6	7.3	.7	22.7	41.8	36.3	15.6	13.5	34.6
DOLLY.....	100.0	55.6	55.0	51.2	40.4	14.0	.6	15.7	39.3	28.9	14.0	12.7	44.4
DOMENICA DEL CORRIERE.....	100.0	68.0	67.2	64.3	60.9	5.7	.6	25.1	42.1	40.0	15.5	12.5	32.0
DOMENICA QUIZ.....	100.0	68.0	67.2	63.7	59.2	7.5	.6	25.2	42.0	42.0	15.2	10.9	32.0
EPOCA.....	100.0	67.5	66.8	63.8	61.3	4.9	.6	26.4	40.3	41.4	14.1	12.0	32.5
L'ESPRESSO.....	100.0	67.2	66.4	63.1	59.7	5.9	.7	26.4	40.0	43.6	13.7	9.9	32.8
EUROPEO.....	100.0	66.8	66.0	62.7	59.9	5.4	.6	26.2	39.7	42.5	13.6	10.6	33.2
EVA EXPRESS.....	100.0	66.6	65.9	62.6	57.7	7.6	.6	24.0	41.9	40.0	14.8	11.8	33.4
FAMIGLIA CRISTIANA.....	100.0	64.8	64.0	61.0	56.5	6.9	.6	22.4	41.6	36.1	15.4	13.3	35.2
GENTE.....	100.0	65.4	64.7	61.5	57.4	6.7	.7	24.2	40.4	39.2	14.5	11.7	34.6
GIOIA.....	100.0	65.1	64.4	61.2	56.8	7.0	.6	23.8	40.6	38.5	14.4	12.3	34.9
IL GIORNALINO.....	100.0	57.5	57.0	53.3	47.1	9.0	.9	19.0	38.0	32.4	13.4	11.6	42.5
GRAND HOTEL.....	100.0	66.0	65.0	61.8	56.2	8.2	.6	22.8	42.2	37.3	15.8	12.8	34.0
GRAZIA.....	100.0	65.1	64.3	61.1	57.8	5.9	.6	24.4	40.0	39.7	13.8	11.5	34.9
GUERIN SPORTIVO.....	100.0	63.2	62.5	58.9	52.2	9.6	.7	21.5	41.0	37.0	14.5	11.6	36.8
GUIDA CUCINA.....	100.0	67.8	66.9	63.9	60.0	6.3	.6	26.2	40.7	42.1	14.5	11.1	32.2
GUIDA TV.....	100.0	64.7	63.8	60.4	55.3	7.9	.6	22.5	41.3	37.5	15.1	12.0	35.3
INTIMITA'.....	100.0	66.4	65.6	62.5	58.2	6.8	.6	23.5	42.0	37.8	15.7	12.9	33.6
INTREPIDO.....	100.0	63.4	62.5	59.3	51.8	10.2	.5	21.5	41.0	36.8	14.8	11.9	36.6
IL MONDO.....	100.0	63.1	62.2	58.8	57.8	3.7	.6	25.1	37.0	43.7	11.1	8.3	36.9
MONDO ECONOMICO.....	100.0	64.9	64.2	61.2	59.8	3.8	.5	26.4	37.7	43.6	12.1	9.2	35.1
IL MONELLO.....	100.0	65.2	64.4	61.1	54.3	9.6	.6	22.8	41.6	38.6	15.0	11.6	34.8
NOVELLA 2000.....	100.0	65.9	65.1	61.7	56.5	8.0	.6	23.1	42.1	38.4	15.3	12.2	34.1
OGGI.....	100.0	66.5	65.8	62.7	58.8	6.3	.6	24.7	41.1	39.9	14.8	11.9	33.5
ONDA TV.....	100.0	62.0	61.2	57.7	51.2	9.5	.5	21.2	40.0	35.6	14.5	11.9	38.0
PANORAMA.....	100.0	67.3	66.4	63.0	59.7	6.0	.7	25.7	40.7	43.4	13.7	10.2	32.7
RADIOCORRIERE TV.....	100.0	65.1	64.3	61.0	56.4	7.3	.7	23.5	40.8	38.5	14.8	11.9	34.9
RAGAZZA IN.....	100.0	51.9	51.2	47.4	37.2	13.4	.6	15.3	35.9	27.0	12.9	12.1	48.1
ROMBO.....	100.0	63.1	62.2	58.6	52.1	9.5	.6	21.9	40.3	37.0	14.3	11.8	36.9
SORRISI E CANZONI TV.....	100.0	64.9	64.1	60.8	54.4	9.0	.6	22.1	42.0	37.2	15.4	12.2	35.1
STARTER.....	100.0	65.4	64.6	60.5	52.3	11.7	.6	21.8	42.8	38.5	14.9	11.9	34.6
STOP.....	100.0	64.9	64.1	60.6	56.0	7.4	.7	22.3	41.8	36.6	15.4	12.9	35.1
TELESETTE.....	100.0	64.9	63.9	60.6	54.8	8.6	.6	22.6	41.3	38.3	15.1	11.4	35.1
TOPOLINO.....	100.0	62.2	61.6	58.0	52.2	8.6	.7	21.5	40.1	36.5	14.2	11.6	37.8

Uomini

Lettori ultimo periodo

analisi secondo: ● consumo di creme e schiume per barba

(percentuali di penetrazione)

	Totale	CONSUMATORI			ULTIMI 30 GIORNI					ULTIMI 3 MESI			NON CONSUMATORI
		ultimi 3 mesi	ultimi 30 giorni	ultimi 7 giorni	forti	medi	deboli	acquisto person.	non acquir.	deciso io	deciso insieme	decidono altri	
TOTALE	100.0	66.9	65.8	62.7	57.5	7.6	.8	29.0	36.8	42.2	13.9	10.8	33.1
PERIODICI	100.0	67.4	66.3	63.1	57.4	7.9	.9	31.2	35.1	44.1	13.4	9.9	32.6
SETTIMANALI	100.0	67.7	66.6	63.5	57.5	8.2	.9	31.7	34.9	44.2	13.7	9.9	32.3
ALBO BLITZ.....	100.0	68.2	66.8	63.3	54.8	11.4	.6	26.9	39.9	41.7	14.6	11.9	31.8
AMICA.....	100.0	66.3	65.2	62.1	57.9	6.4	.9	30.8	34.3	44.1	12.9	9.2	33.7
ANNA.....	100.0	66.3	65.1	62.1	58.2	6.1	.8	30.8	34.3	43.8	13.1	9.4	33.7
AUTOSPRINT.....	100.0	68.8	67.6	64.1	56.9	9.9	.7	28.4	39.1	43.5	14.4	11.0	31.2
BELLA.....	100.0	64.4	63.3	60.3	55.8	6.8	.7	28.2	35.1	40.9	13.3	10.2	35.6
CIAO 2001.....	100.0	68.0	66.8	62.6	52.1	13.8	1.0	24.2	42.6	39.6	16.5	11.8	32.0
CONFIDENZE.....	100.0	64.0	63.1	60.1	55.4	7.0	.6	28.0	35.1	40.0	13.4	10.7	36.0
DOLLY.....	100.0	58.1	57.2	53.3	41.7	14.5	1.0	19.2	38.0	30.8	14.0	13.3	41.9
DOMENICA DEL CORRIERE.....	100.0	66.2	65.2	62.5	58.9	5.6	.8	30.9	34.3	43.6	13.2	9.3	33.8
DOMENICA QUIZ.....	100.0	71.6	70.2	67.0	61.5	8.0	.7	32.7	37.4	47.2	14.4	10.0	28.4
EPOCA.....	100.0	66.0	65.0	62.4	59.2	5.1	.7	32.6	32.4	44.7	12.6	8.7	34.0
L'ESPRESSO.....	100.0	69.5	68.5	65.4	60.9	6.8	.8	33.4	35.2	47.4	13.4	8.7	30.5
EUROPEO.....	100.0	68.0	66.9	64.0	60.1	6.1	.8	32.7	34.2	46.0	13.1	9.0	32.0
EVA EXPRESS.....	100.0	67.9	66.7	63.6	57.9	8.1	.7	29.5	37.2	43.9	13.7	10.3	32.1
FAMIGLIA CRISTIANA.....	100.0	63.0	62.1	59.2	54.8	6.6	.7	26.8	35.3	39.3	13.1	10.6	37.0
GENTE.....	100.0	65.3	64.3	61.2	56.7	6.8	.8	30.1	34.2	42.8	13.1	9.4	34.7
GIOIA.....	100.0	64.8	63.7	60.7	55.8	7.2	.7	28.5	35.2	41.2	13.3	10.3	35.2
IL GIORNALINO.....	100.0	56.4	55.8	52.4	46.3	8.5	1.0	22.8	33.0	33.6	11.4	11.3	43.6
GRAND HOTEL.....	100.0	67.5	66.3	63.1	57.3	8.3	.7	28.4	38.0	41.9	14.4	11.2	32.5
GRAZIA.....	100.0	64.6	63.6	60.6	56.5	6.3	.8	29.7	33.8	42.5	12.9	9.2	35.4
GUERIN SPORTIVO.....	100.0	66.2	65.2	61.4	53.8	10.6	.7	27.1	38.1	40.1	14.4	11.6	33.8
GUIDA CUCINA.....	100.0	69.0	67.7	64.7	60.2	6.8	.7	32.7	35.0	46.9	13.2	8.9	31.0
GUIDA TV.....	100.0	65.8	64.7	61.4	55.8	8.2	.8	28.5	36.2	41.9	13.6	10.4	34.2
INTIMITA'.....	100.0	65.5	64.4	61.4	57.0	6.7	.7	28.8	35.6	41.8	13.5	10.2	34.5
INTREPIDO.....	100.0	66.1	65.0	61.4	53.1	11.1	.8	26.5	38.5	40.5	14.3	11.3	33.9
IL MONDO.....	100.0	64.3	63.3	60.3	57.5	4.9	.9	31.7	31.6	46.3	11.5	6.5	35.7
MONDO ECONOMICO.....	100.0	65.2	64.3	61.6	58.6	5.0	.8	32.5	31.8	45.8	12.1	7.3	34.8
IL MONELLO.....	100.0	68.1	67.0	63.4	55.7	10.4	.8	27.9	39.0	42.2	14.6	11.3	31.9
NOVELLA 2000.....	100.0	66.8	65.7	62.4	56.5	8.4	.8	28.6	37.0	42.3	13.9	10.6	33.2
OGGI.....	100.0	65.8	64.9	61.9	57.6	6.5	.8	30.4	34.5	43.2	13.2	9.5	34.2
ONDA TV.....	100.0	63.4	62.3	58.8	51.9	9.8	.6	25.9	36.3	39.5	13.2	10.7	36.6
PANORAMA.....	100.0	69.2	68.2	65.0	60.4	6.9	.9	32.3	35.9	46.7	13.6	9.0	30.8
RADIOCORRIERE TV.....	100.0	66.5	65.5	62.3	57.1	7.6	.8	29.7	35.8	42.7	13.7	10.1	33.5
RAGAZZA IN.....	100.0	54.1	52.9	48.8	38.2	13.8	.9	18.0	34.9	28.5	12.5	13.1	45.9
ROMBO.....	100.0	65.7	64.4	60.8	52.6	11.1	.6	25.8	38.6	40.2	14.2	11.3	34.3
SORRISI E CANZONI TV.....	100.0	66.6	65.5	62.2	55.2	9.6	.8	27.5	38.0	40.9	14.4	11.2	33.4
STARTER.....	100.0	68.9	67.7	63.6	54.3	12.7	.6	25.7	42.1	42.2	14.8	11.9	31.1
STOP.....	100.0	64.0	62.8	59.6	55.2	7.0	.6	27.5	35.3	40.3	13.3	10.3	36.0
TELESETTE.....	100.0	67.4	66.2	62.8	56.2	9.2	.8	28.5	37.8	42.6	14.3	10.6	32.6
TOPOLINO.....	100.0	64.4	63.3	59.9	53.1	9.4	.8	26.9	36.4	39.7	13.9	10.8	35.6

Adulti

Lettori ultimo periodo

analisi secondo: ● possesso di un forno a microonde

(percentuali di penetrazione)

	Totale	POSSES-SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES-SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	.8	.2	.4	.2	.1	.1	.3	.4	99.2	.4	1.7	4.3	93.6
PERIODICI	100.0	1.0	.2	.5	.2	.1	.1	.4	.5	99.0	.5	2.1	4.5	92.9
SETTIMANALI	100.0	.9	.2	.4	.2	.1	.1	.4	.5	99.1	.5	2.0	4.5	92.9
ALBO BLITZ.....	100.0	.8	.3	.3	.2	.1	*	.2	.5	99.2	.6	2.0	5.9	91.6
AMICA.....	100.0	1.5	.4	.7	.3	.1	.2	.6	.7	98.5	.5	2.4	4.6	92.4
ANNA.....	100.0	1.4	.4	.7	.3	.1	.2	.6	.6	98.6	.4	2.3	4.3	93.0
AUTOSPRINT.....	100.0	1.3	.4	.5	.2	.1	.1	.3	.9	98.7	.7	2.4	5.3	91.6
BELLA.....	100.0	1.3	.2	.6	.3	.1	.2	.6	.5	98.7	.3	1.9	3.8	93.9
CIAO 2001.....	100.0	1.7	.7	.7	.3	.1	*	.4	1.3	98.3	.6	2.0	6.6	90.8
CONFIDENZE.....	100.0	.9	.2	.4	.2	.1	.1	.4	.4	99.1	.4	1.9	3.9	93.8
DOLLY.....	100.0	.9	.3	.4	.2	.1	*	.3	.6	99.1	.5	2.1	5.7	91.7
DOMENICA DEL CORRIERE.....	100.0	1.1	.3	.5	.2	.1	.1	.5	.5	98.9	.5	2.0	4.2	93.3
DOMENICA QUIZ.....	100.0	1.1	.3	.4	.2	*	.1	.4	.5	98.9	.6	2.1	4.7	92.7
EPOCA.....	100.0	1.2	.3	.5	.3	.1	.2	.5	.5	98.8	.6	2.7	4.7	92.0
L'ESPRESSO.....	100.0	1.3	.4	.6	.3	.1	.1	.5	.7	98.7	.6	2.7	5.0	91.7
EUROPEO.....	100.0	1.3	.4	.6	.3	*	.1	.5	.6	98.7	.6	2.7	5.0	91.7
EVA EXPRESS.....	100.0	1.0	.3	.5	.2	.1	.1	.4	.5	99.0	.4	1.9	4.2	93.5
FAMIGLIA CRISTIANA.....	100.0	.9	.2	.4	.2	.1	.1	.4	.4	99.1	.3	1.7	3.6	94.4
GENTE.....	100.0	1.1	.3	.5	.3	.1	.1	.5	.5	98.9	.5	2.1	4.6	92.8
GIOIA.....	100.0	1.3	.3	.6	.3	.1	.2	.5	.6	98.7	.4	2.3	4.3	93.0
IL GIORNALINO.....	100.0	1.0	.2	.5	.2	.1	.1	.4	.5	99.0	.4	2.3	3.9	93.4
GRAND HOTEL.....	100.0	.8	.2	.3	.2	.1	.1	.3	.3	99.2	.4	1.8	4.3	93.5
GRAZIA.....	100.0	1.4	.4	.6	.3	.1	.2	.6	.6	98.6	.5	2.2	4.2	93.1
GUERIN SPORTIVO.....	100.0	1.2	.4	.4	.3	.1	.1	.3	.9	98.8	.6	2.4	6.1	91.0
GUIDA CUCINA.....	100.0	1.1	.3	.5	.3	*	.1	.5	.4	98.9	.5	2.3	4.6	92.6
GUIDA TV.....	100.0	.9	.2	.4	.2	.1	.1	.4	.4	99.1	.5	1.9	4.5	93.2
INTIMITA'.....	100.0	.9	.2	.4	.2	.1	.1	.4	.4	99.1	.3	1.9	3.7	94.1
INTREPIDO.....	100.0	.9	.3	.4	.3	.1	*	.3	.6	99.1	.6	2.0	5.8	91.6
IL MONDO.....	100.0	1.6	.6	.8	.3	*	.1	.6	.9	98.4	.7	3.6	4.2	91.6
MONDO ECONOMICO.....	100.0	1.4	.5	.6	.2	*	.1	.5	.7	98.6	.6	3.7	4.1	91.6
IL MONELLO.....	100.0	1.1	.3	.5	.2	.1	.1	.4	.6	98.9	.6	2.1	5.3	92.0
NOVELLA 2000.....	100.0	1.0	.3	.4	.2	.1	.1	.4	.5	99.0	.4	1.9	4.2	93.5
OGGI.....	100.0	1.2	.3	.5	.3	.1	.1	.5	.6	98.8	.5	2.1	4.5	92.9
ONDA TV.....	100.0	.9	.2	.3	.2	.1	*	.3	.5	99.1	.5	1.8	4.4	93.3
PANORAMA.....	100.0	1.4	.5	.6	.3	.1	.1	.5	.8	98.6	.6	2.7	5.0	91.7
RADIOCORRIERE TV.....	100.0	1.0	.3	.4	.2	.1	.1	.4	.5	99.0	.5	2.1	4.7	92.7
RAGAZZA IN.....	100.0	1.0	.3	.4	.2	.1	*	.4	.5	99.0	.4	2.1	5.0	92.4
ROMBO.....	100.0	1.2	.4	.5	.2	.1	*	.3	.8	98.8	.5	2.3	5.2	92.0
SORRISI E CANZONI TV.....	100.0	.9	.3	.4	.2	.1	.1	.4	.5	99.1	.5	2.0	4.8	92.8
STARTER.....	100.0	1.1	.4	.5	.2	*	*	.2	.9	98.9	.6	1.8	5.7	91.9
STOP.....	100.0	.8	.2	.4	.2	.1	.1	.4	.4	99.2	.3	1.5	3.5	94.7
TELESETTE.....	100.0	.9	.2	.4	.2	.1	.1	.3	.5	99.1	.5	2.0	4.8	92.7
TOPOLINO.....	100.0	1.2	.3	.5	.3	.1	.1	.4	.7	98.8	.5	2.4	5.1	92.0

Adulti

Lettori ultimo periodo

analisi secondo: ● possesso di un forno a microonde

(percentuali di penetrazione)

	Totale	POSSES-SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES-SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	.8	.2	.4	.2	.1	.1	.3	.4	99.2	.4	1.7	4.3	93.6
MENSILI	100.0	1.3	.3	.6	.3	.1	.2	.5	.7	98.7	.6	2.6	4.8	92.0
ABITARE.....	100.0	1.5	.4	.7	.3	.1	.1	.6	.8	98.5	.6	2.6	4.2	92.6
AD.....	100.0	2.0	.7	.9	.3	.1	.2	.7	1.1	98.0	.7	2.8	4.8	91.7
AIRONE.....	100.0	1.6	.5	.7	.4	.1	.1	.6	.8	98.4	.5	2.6	4.2	92.7
ALTA FEDELTA'.....	100.0	1.3	.5	.5	.3	.1	.1	.3	1.0	98.7	.5	2.0	6.9	90.6
ASTRA.....	100.0	1.4	.4	.6	.3	*	.1	.6	.6	98.6	.5	2.3	5.1	92.1
ATLANTE.....	100.0	1.4	.5	.6	.3	.1	.1	.5	.8	98.6	.5	2.5	4.3	92.7
AUTO CAPITAL.....	100.0	1.9	.7	.9	.2	.1	.1	.5	1.3	98.1	.7	2.9	5.0	91.4
L'AUTOMOBILE.....	100.0	1.2	.4	.5	.2	.1	.1	.4	.6	98.8	.6	2.4	4.7	92.3
BENISSIMO.....	100.0	1.1	.3	.5	.3	.1	.1	.5	.4	98.9	.4	2.1	4.5	93.0
BRAVA CASA.....	100.0	1.3	.3	.7	.3	*	.2	.6	.5	98.7	.6	2.7	4.5	92.2
CAPITAL.....	100.0	1.9	.6	.9	.4	.1	.2	.7	1.0	98.1	.8	3.5	4.7	91.1
CASAVIVA.....	100.0	1.3	.3	.6	.3	*	.2	.6	.5	98.7	.6	2.6	4.3	92.5
100 COSE.....	100.0	1.4	.5	.6	.3	*	.1	.5	.9	98.6	.6	2.0	5.2	92.3
CONSIGLI PRATICI.....	100.0	.8	.1	.4	.2	.1	*	.3	.4	99.2	.3	1.8	3.4	94.6
CORTO MALTESE.....	100.0	1.6	.4	.6	.6	*	*	.8	.7	98.4	.5	2.3	3.9	93.3
COSMOPOLITAN.....	100.0	1.7	.5	.7	.4	.1	.1	.6	.9	98.3	.5	2.1	4.6	92.7
LA CUCINA ITALIANA.....	100.0	1.2	.3	.6	.3	.1	.2	.5	.5	98.8	.5	2.4	4.3	92.9
DONNAPIU'.....	100.0	1.3	.3	.6	.3	*	.1	.6	.7	98.7	.4	2.0	4.1	93.5
ESPANSIONE.....	100.0	1.4	.5	.7	.2	*	.1	.6	.7	98.6	.6	3.6	3.5	92.4
FOTOGRAFARE.....	100.0	1.3	.5	.5	.2	*	.1	.4	.7	98.7	.7	2.8	5.5	91.0
GARDENIA.....	100.0	1.4	.4	.7	.2	*	.1	.4	.8	98.6	.4	2.6	3.7	93.3
GENTE MONEY.....	100.0	1.6	.5	.8	.3	.1	.2	.6	.9	98.4	.6	3.3	4.5	91.7
GENTE MOTORI.....	100.0	1.2	.4	.5	.2	.1	.1	.4	.7	98.8	.6	2.4	5.0	92.0
GENTE VIAGGI.....	100.0	1.6	.5	.7	.3	.1	.1	.6	.9	98.4	.6	2.5	4.5	92.5
GIOIELLI.....	100.0	1.2	.3	.5	.3	.1	.2	.5	.5	98.8	.4	2.3	4.2	93.2
INSIEME.....	100.0	1.1	.2	.5	.4	*	.1	.6	.5	98.9	.5	2.1	3.8	93.5
JESUS.....	100.0	1.4	.3	.4	.6	.1	.1	.7	.5	98.6	.2	1.6	3.2	95.0
LEI.....	100.0	1.6	.5	.7	.3	*	.1	.5	1.0	98.4	.6	2.0	4.5	92.9
LINUS.....	100.0	1.7	.5	.7	.4	.1	.1	.6	.9	98.3	.6	2.7	5.0	91.7
MADRE.....	100.0	1.0	.2	.4	.2	.2	.1	.5	.4	99.0	.2	1.5	2.9	95.5
MANI DI FATA.....	100.0	.9	.2	.4	.2	.1	.1	.5	.3	99.1	.3	2.1	3.8	93.8
MAX.....	100.0	1.8	.6	.8	.3	.1	*	.5	1.3	98.2	.5	2.3	5.6	91.5
MESSAGGERO DI S.ANTONIO.....	100.0	.7	.2	.3	.2	.1	.1	.3	.3	99.3	.3	1.6	4.5	93.6
LA MIA CASA.....	100.0	.8	.2	.4	.2	*	.1	.4	.3	99.2	.5	2.1	4.4	93.0
MILLEIDEE.....	100.0	1.2	.2	.5	.3	.1	.2	.5	.5	98.8	.4	2.1	4.2	93.3
MODA.....	100.0	1.2	.4	.5	.3	*	.1	.4	.6	98.8	.5	2.1	4.8	92.7
MOTOCICLISMO.....	100.0	1.2	.4	.4	.3	.1	.1	.3	.9	98.8	.5	1.9	5.6	91.9
MUSIC.....	100.0	1.0	.3	.4	.2	.1	*	.2	.8	99.0	.6	1.9	6.5	91.1
NATURA OGGI.....	100.0	1.2	.3	.4	.3	.1	.1	.5	.6	98.8	.4	2.2	3.9	93.5
PESCARRE.....	100.0	.9	.3	.4	.2	*	.1	.4	.5	99.1	.5	2.0	4.7	92.8
PHOTO ITALIANA.....	100.0	1.4	.6	.6	.2	.1	.1	.4	.9	98.6	.5	2.7	5.3	91.5
IL PIACERE.....	100.0	2.0	.6	1.1	.3	.1	.2	.9	1.0	98.0	.7	3.5	4.9	90.9
PLAYMEN.....	100.0	1.0	.3	.3	.2	.1	.1	.4	.5	99.0	.5	2.5	5.4	91.6
PM.....	100.0	1.6	.6	.7	.3	.1	.1	.5	1.0	98.4	.6	2.7	5.1	91.6
QUATTORRUOTE.....	100.0	1.2	.4	.5	.2	.1	.1	.4	.7	98.8	.6	2.4	5.1	91.9
QUI TOURING.....	100.0	1.7	.4	.8	.4	.1	.2	.8	.8	98.3	.6	3.0	4.4	92.0
RAKAM.....	100.0	1.1	.2	.6	.3	.1	.2	.5	.4	98.9	.4	2.2	4.2	93.2
ROCKSTAR.....	100.0	1.5	.7	.6	.2	*	*	.2	1.3	98.5	.7	2.3	7.0	90.0
SALVE.....	100.0	1.3	.4	.6	.3	*	.2	.5	.6	98.7	.6	2.4	4.4	92.6
SCIENZA 2000.....	100.0	1.2	.4	.3	.4	*	.1	.4	.7	98.8	.5	2.0	6.8	90.7
SCIENZA E VITA NUOVA.....	100.0	1.4	.4	.5	.4	.1	.1	.5	.8	98.6	.5	2.9	4.5	92.1
LE SCIENZE.....	100.0	1.5	.5	.6	.4	.1	.1	.7	.7	98.5	.7	2.5	5.4	91.4
SELEZIONE DAL R.DIGEST.....	100.0	1.2	.4	.5	.3	.1	.1	.5	.6	98.8	.5	2.2	4.5	92.8
STARBENE.....	100.0	1.2	.3	.6	.2	.1	.1	.5	.6	98.8	.5	2.3	4.2	92.9
STORIA ILLUSTRATA.....	100.0	1.2	.4	.5	.3	.1	.1	.5	.6	98.8	.5	2.6	4.6	92.3
SUPER GOL.....	100.0	1.0	.3	.3	.3	.1	*	.2	.7	99.0	.5	1.8	5.9	91.8
IL TENNIS ITALIANO.....	100.0	1.5	.4	.6	.5	.1	.1	.3	1.1	98.5	.6	3.0	5.3	91.1
TUTTO CUCINA.....	100.0	.9	.2	.4	.2	.1	.1	.4	.4	99.1	.5	2.0	4.2	93.3
TUTTO MAGLIA.....	100.0	.9	.2	.4	.2	.1	.1	.5	.3	99.1	.3	2.2	4.0	93.4
TUTTO MOTO.....	100.0	1.3	.4	.5	.3	.1	.1	.3	.9	98.7	.6	1.9	6.3	91.1
TUTTO MUSICA & SPETTACOLO.....	100.0	1.1	.3	.4	.3	.1	*	.3	.8	98.9	.6	2.0	6.0	91.4
TUTTO TURISMO.....	100.0	1.2	.4	.5	.2	*	.1	.4	.7	98.8	.6	2.4	4.5	92.5
TUTTO UNCINETTO.....	100.0	.8	.2	.3	.2	.1	.1	.4	.3	99.2	.3	2.1	4.4	93.2
VELA E MOTORE.....	100.0	1.4	.5	.6	.2	.1	.2	.5	.7	98.6	.8	2.6	5.4	91.3
VITAL.....	100.0	1.8	.7	.9	.2	.1	*	.5	1.2	98.2	.6	2.3	4.5	92.6
WEEKEND.....	100.0	1.5	.8	.5	.1	.1	.1	.4	1.0	98.5	.4	2.7	4.1	92.7
ZOOM.....	100.0	1.4	.4	.7	.3	*	.1	.4	.9	98.6	.7	3.7	6.5	89.1
DIANA (Quindicinale).....	100.0	.8	.3	.3	.2	*	.1	.3	.4	99.2	.5	1.9	4.5	93.0

Uomini

Lettori ultimo periodo

analisi secondo: ● possesso di un forno a microonde

(percentuali di penetrazione)

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso io	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	.8	.3	.3	.2	*	.1	.3	.5	99.2	.5	1.7	4.6	93.2
PERIODICI	100.0	1.0	.3	.5	.2	*	.1	.3	.6	99.0	.7	2.2	5.0	92.2
SETTIMANALI	100.0	.9	.3	.4	.2	*	.1	.2	.6	99.1	.7	2.1	5.0	92.2
ALBO BLITZ.....	100.0	.8	.3	.3	.2	.1	*	.2	.5	99.2	.6	1.9	6.0	91.5
AMICA.....	100.0	1.3	.5	.6	.2	*	.1	.4	.8	98.7	.8	2.8	5.1	91.3
ANNA.....	100.0	1.2	.5	.5	.2	*	.1	.4	.7	98.8	.6	2.7	4.7	91.9
AUTOSPRINT.....	100.0	1.2	.5	.5	.2	.1	*	.3	.9	98.8	.7	2.5	5.6	91.3
BELLA.....	100.0	1.0	.3	.4	.2	.1	.1	.3	.6	99.0	.5	2.4	4.3	92.8
CIAO 2001.....	100.0	2.1	.9	.9	.2	.1	*	.3	1.8	97.9	.5	2.1	7.4	89.9
CONFIDENZE.....	100.0	.8	.2	.3	.2	.1	.1	.2	.5	99.2	.4	1.9	4.3	93.4
DOLLY.....	100.0	1.1	.3	.3	.3	.2	*	.1	.9	98.9	.4	1.8	7.7	90.1
DOMENICA DEL CORRIERE.....	100.0	1.1	.4	.5	.2	*	.1	.4	.5	98.9	.6	2.2	4.4	92.9
DOMENICA QUIZ.....	100.0	1.0	.4	.4	.2	*	.1	.4	.5	99.0	.6	2.0	4.9	92.5
EPOCA.....	100.0	1.1	.4	.4	.2	*	.1	.5	.5	98.9	.7	3.0	4.9	91.4
L'ESPRESSO.....	100.0	1.3	.5	.5	.2	.1	.1	.4	.7	98.7	.7	2.9	5.3	91.1
EUROPEO.....	100.0	1.2	.5	.5	.2	*	.1	.5	.7	98.8	.7	2.9	5.2	91.2
EVA EXPRESS.....	100.0	1.1	.3	.5	.2	.1	.1	.4	.6	98.9	.6	2.2	4.4	92.8
FAMIGLIA CRISTIANA.....	100.0	.9	.3	.4	.2	.1	.1	.3	.6	99.1	.4	1.9	3.9	93.7
GENTE.....	100.0	1.1	.4	.5	.2	.1	.1	.4	.7	98.9	.6	2.3	5.0	92.0
GIOIA.....	100.0	1.2	.5	.5	.2	.1	.1	.4	.7	98.8	.6	2.5	4.8	92.1
IL GIORNALINO.....	100.0	.9	.2	.4	.2	.2	*	.3	.6	99.1	.4	2.3	4.4	92.9
GRAND HOTEL.....	100.0	.7	.2	.3	.1	.1	.1	.2	.4	99.3	.5	1.6	4.5	93.4
GRAZIA.....	100.0	1.2	.5	.5	.2	.1	.1	.4	.7	98.8	.6	2.8	4.7	92.0
GUERIN SPORTIVO.....	100.0	1.2	.4	.4	.3	.1	*	.3	.9	98.8	.6	2.4	6.2	90.8
GUIDA CUCINA.....	100.0	1.0	.4	.4	.2	*	.1	.3	.6	99.0	.7	2.4	5.1	91.8
GUIDA TV.....	100.0	.8	.2	.3	.2	.1	.1	.3	.5	99.2	.5	2.0	4.9	92.7
INTIMITA'.....	100.0	.9	.3	.4	.2	.1	.1	.3	.5	99.1	.4	2.0	3.9	93.6
INTREPIDO.....	100.0	.9	.3	.3	.3	.1	*	.3	.6	99.1	.6	1.9	6.0	91.4
IL MONDO.....	100.0	1.6	.6	.7	.2	*	.1	.5	.9	98.4	.7	3.8	4.1	91.3
MONDO ECONOMICO.....	100.0	1.3	.5	.6	.2	*	.1	.5	.8	98.7	.6	4.1	4.0	91.3
IL MONELLO.....	100.0	1.0	.3	.4	.2	.1	*	.3	.6	99.0	.6	2.1	5.6	91.6
NOVELLA 2000.....	100.0	.9	.3	.4	.2	.1	.1	.3	.6	99.1	.5	2.0	4.6	92.9
OGGI.....	100.0	1.2	.4	.5	.2	.1	.1	.4	.7	98.8	.6	2.4	4.8	92.2
ONDA TV.....	100.0	.9	.2	.3	.2	.1	*	.3	.6	99.1	.5	1.8	4.9	92.8
PANORAMA.....	100.0	1.4	.5	.6	.2	.1	.1	.5	.9	98.6	.7	2.9	5.4	91.0
RADIOCORRIERE TV.....	100.0	1.0	.3	.4	.2	.1	.1	.3	.6	99.0	.6	2.2	5.1	92.1
RAGAZZA IN.....	100.0	1.1	.3	.3	.4	.2	*	.2	.9	98.9	.3	1.8	6.9	91.0
ROMBO.....	100.0	1.1	.3	.5	.2	.1	*	.3	.8	98.9	.5	2.3	5.3	91.9
SORRISI E CANZONI TV.....	100.0	.9	.3	.3	.2	.1	.1	.3	.6	99.1	.5	2.0	5.3	92.2
STARTER.....	100.0	1.1	.4	.5	.2	*	*	.2	.9	98.9	.6	1.8	5.8	91.8
STOP.....	100.0	.9	.3	.4	.2	.1	.1	.3	.5	99.1	.4	1.8	3.6	94.2
TELESETTE.....	100.0	.9	.3	.3	.2	.1	*	.3	.6	99.1	.6	2.0	5.2	92.3
TOPOLINO.....	100.0	1.2	.4	.4	.3	.1	.1	.3	.7	98.8	.6	2.4	5.7	91.3

	Totale	POSSESSORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSESSORI	INTENZIONE D'ACQUISTO			
			1985/1986	1983/1984	prima del 1983	non ricordo	decisione	decisione insieme	decisione altri		certainamente si	probabilmente si	non so	no
TOTALE	100.0	.8	.3	.3	.2	*	.1	.3	.5	99.2	.5	1.7	4.6	93.2
MENSILI	100.0	1.4	.4	.6	.4	.1	.1	.4	.8	98.6	.7	2.5	5.3	91.4
ABITARE	100.0	1.4	.6	.6	.2	.1	.1	.5	.9	98.6	.7	3.3	4.4	91.6
AD	100.0	2.0	.8	.9	.3	.1	.2	.6	1.2	98.0	.9	3.3	5.4	90.4
AIRONE	100.0	1.6	.6	.6	.3	.1	.1	.5	1.0	98.4	.5	3.0	4.5	91.9
ALTA FEDELTA'	100.0	1.3	.6	.5	.2	*	*	.3	1.0	98.7	.5	1.9	7.3	90.2
ASTRA	100.0	1.3	.5	.5	.2	*	.1	.4	.7	98.7	.6	2.6	5.3	91.4
ATLANTE	100.0	1.4	.5	.6	.2	.1	.1	.4	.9	98.6	.6	2.7	4.8	91.9
AUTO CAPITAL	100.0	2.0	.8	.9	.2	.1	.1	.5	1.4	98.0	.8	3.1	4.9	91.2
L'AUTOMOBILE	100.0	1.1	.4	.4	.2	.1	.1	.4	.7	98.9	.6	2.5	4.9	92.0
BENISSIMO	100.0	1.0	.3	.4	.2	.1	*	.3	.7	99.0	.5	2.3	6.0	91.2
BRAVA CASA	100.0	1.2	.4	.6	.2	*	.1	.4	.6	98.8	.9	3.1	4.8	91.3
CAPITAL	100.0	1.9	.6	.9	.3	.1	.1	.6	1.2	98.1	.9	4.0	4.7	90.5
CASAVIVA	100.0	1.2	.4	.5	.2	*	.1	.4	.6	98.8	.7	3.0	4.6	91.6
100 COSE	100.0	1.6	.6	.6	.2	.1	.1	.4	1.1	98.4	.6	2.4	6.2	90.8
CONSIGLI PRATICI	100.0	.4	.1	.1	.1	*	*	.1	.2	99.6	.4	2.3	4.4	93.0
CORTO MALTESE	100.0	1.2	.5	.4	.2	.1	*	.4	.8	98.8	.5	3.0	4.4	92.1
COSMOPOLITAN	100.0	1.5	.6	.6	.2	.1	.1	.4	1.1	98.5	.6	2.8	5.0	91.5
LA CUCINA ITALIANA	100.0	1.1	.4	.4	.2	*	.1	.3	.6	98.9	.6	2.4	4.8	92.1
DONNAPIU'	100.0	1.0	.4	.4	.2	*	.1	.3	.6	99.0	.5	2.6	4.6	92.3
ESPANSIONE	100.0	1.0	.5	.5	.1	*	.1	.3	.6	99.0	.8	4.1	3.3	91.8
FOTOGRAFARE	100.0	1.2	.5	.5	.2	*	.1	.4	.7	98.8	.7	2.9	5.6	90.8
GARDENIA	100.0	1.4	.6	.7	.1	*	.1	.3	1.1	98.6	.5	2.8	4.2	92.5
GENTE MONEY	100.0	1.6	.6	.7	.3	*	.1	.6	.9	98.4	.6	3.9	4.4	91.1
GENTE MOTORI	100.0	1.2	.4	.5	.2	.1	.1	.3	.8	98.8	.6	2.4	5.2	91.7
GENTE VIAGGI	100.0	1.5	.6	.6	.3	.1	.1	.5	1.0	98.5	.6	2.8	4.7	91.9
GIOIELLI	100.0	1.0	.4	.4	.2	.1	.1	.3	.7	99.0	.6	2.5	5.3	91.6
INSIEME	100.0	1.1	.3	.5	.3	*	.1	.6	.5	98.9	.6	2.6	4.4	92.4
JESUS	100.0	1.6	.5	.4	.7	*	.1	.9	.7	98.4	.2	1.7	3.6	94.5
LEI	100.0	1.6	.7	.6	.2	.1	.1	.3	1.2	98.4	.6	2.4	5.4	91.6
LINUS	100.0	1.7	.6	.7	.4	.1	*	.6	1.1	98.3	.6	3.0	5.6	90.8
MADRE	100.0	.9	.3	.3	.2	*	*	.3	.5	99.1	.3	1.7	3.5	94.6
MANI DI FATA	100.0	.8	.3	.3	.1	*	.1	.3	.4	99.2	.6	2.2	4.5	92.8
MAX	100.0	1.9	.7	.8	.2	.1	*	.4	1.4	98.1	.5	2.5	6.1	90.8
MESSAGGERO DI S.ANTONIO	100.0	.7	.2	.2	.1	*	.1	.2	.4	99.3	.5	1.8	4.9	92.9
LA MIA CASA	100.0	.9	.3	.5	.1	*	.1	.4	.4	99.1	.6	2.5	4.7	92.2
MILLEIDEE	100.0	1.1	.4	.4	.2	.1	.1	.4	.6	98.9	.5	2.5	5.3	91.7
MODA	100.0	1.1	.4	.4	.2	*	.1	.3	.7	98.9	.6	2.2	5.3	91.9
MOTOCICLISMO	100.0	1.2	.4	.4	.3	.1	*	.3	.9	98.8	.5	2.0	5.8	91.8
MUSIC	100.0	1.1	.3	.4	.2	.1	*	.1	.9	98.9	.5	1.8	7.2	90.5
NATURA OGGI	100.0	1.2	.4	.4	.3	.1	.1	.4	.7	98.8	.4	2.7	4.3	92.6
PESCARRE	100.0	.9	.3	.4	.2	*	.1	.4	.5	99.1	.5	2.0	4.8	92.7
PHOTO ITALIANA	100.0	1.2	.6	.4	.1	.1	.1	.3	.9	98.8	.5	3.0	5.7	90.8
IL PIACERE	100.0	2.2	.7	1.1	.3	.1	.1	.9	1.2	97.8	.8	3.8	4.8	90.6
PLAYMEN	100.0	1.0	.3	.3	.2	.1	.1	.3	.5	99.0	.5	2.5	5.5	91.5
PM	100.0	1.6	.7	.6	.2	.1	*	.4	1.1	98.4	.7	3.1	5.5	90.8
QUATTORRUOTE	100.0	1.1	.4	.5	.2	.1	.1	.4	.7	98.9	.7	2.5	5.3	91.6
QUI TOURING	100.0	1.7	.5	.7	.4	.1	.1	.7	.9	98.3	.6	3.6	4.4	91.3
RAKAM	100.0	1.2	.4	.5	.2	.1	.1	.5	.7	98.8	.6	2.5	4.5	92.3
ROCKSTAR	100.0	1.7	.8	.6	.2	.1	*	.2	1.5	98.3	.7	2.2	7.4	89.6
SALVE	100.0	1.2	.5	.5	.2	*	.1	.4	.7	98.8	.7	2.8	4.8	91.7
SCIENZA 2000	100.0	1.4	.5	.3	.5	.1	*	.5	.9	98.6	.6	1.8	7.3	90.4
SCIENZA E VITA NUOVA	100.0	1.4	.4	.4	.4	.1	*	.5	.9	98.6	.6	3.2	5.1	91.2
LE SCIENZE	100.0	1.6	.6	.6	.4	.1	*	.7	.8	98.4	.8	2.5	6.1	90.6
SELEZIONE DAL R.DIGEST	100.0	1.2	.4	.5	.3	.1	.1	.4	.7	98.8	.6	2.5	4.8	92.2
STARBENE	100.0	1.2	.4	.5	.2	.1	.1	.4	.7	98.8	.7	2.5	4.6	92.2
STORIA ILLUSTRATA	100.0	1.3	.4	.5	.3	.1	.1	.5	.7	98.7	.5	2.8	4.9	91.8
SUPER GOL	100.0	1.0	.3	.3	.3	.1	*	.2	.8	99.0	.5	1.7	6.1	91.7
IL TENNIS ITALIANO	100.0	1.6	.5	.6	.5	.1	*	.3	1.2	98.4	.7	3.1	5.5	90.6
TUTTO CUCINA	100.0	.8	.3	.4	.1	*	.1	.3	.4	99.2	.7	2.0	4.5	92.8
TUTTO MAGLIA	100.0	.8	.3	.3	.1	*	.1	.3	.4	99.2	.7	2.0	5.1	92.2
TUTTO MOTO	100.0	1.3	.4	.5	.3	.1	*	.3	1.0	98.7	.7	1.9	6.5	90.9
TUTTO MUSICA & SPETTACOLO	100.0	1.3	.4	.4	.3	.2	*	.2	1.1	98.7	.5	1.8	7.0	90.7
TUTTO TURISMO	100.0	1.1	.4	.4	.2	*	.1	.4	.6	98.9	.6	2.5	4.7	92.1
TUTTO UNCINETTO	100.0	.7	.2	.3	.2	*	.1	.2	.4	99.3	.6	1.9	5.4	92.1
VELA E MOTORE	100.0	1.4	.5	.6	.2	*	.1	.4	.8	98.6	.8	2.6	5.5	91.1
VITAL	100.0	2.4	.8	1.2	.2	.2	.1	.6	1.7	97.6	.8	2.2	5.1	91.8
WEEKEND	100.0	1.7	1.1	.5	.1	.1	*	.2	1.4	98.3	.4	2.9	4.4	92.3
ZOOM	100.0	1.3	.4	.7	.2	*	*	.4	.9	98.7	.7	3.8	6.6	88.9
DIANA (Quindicinale)	100.0	.8	.3	.3	.2	*	.1	.3	.4	99.2	.6	1.8	4.7	92.8

Donne

Lettori ultimo periodo

analisi secondo: ● possesso di un forno a microonde

(percentuali di penetrazione)

	Totale	POSSES-SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES-SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso io	deciso insieme	deciso altri		certa- menta si	probabil- mente si	non so	no
TOTALE	100.0	.8	.1	.4	.2	.1	.1	.4	.3	99.2	.3	1.7	3.9	94.1
PERIODICI	100.0	1.0	.2	.5	.2	.1	.2	.5	.4	99.0	.4	2.0	4.0	93.6
SETTIMANALI	100.0	1.0	.2	.5	.2	.1	.1	.5	.3	99.0	.4	2.0	4.1	93.6
ALBO BLITZ.....	100.0	1.1	.4	.4	.3	*	.1	.4	.6	98.9	.4	2.4	5.2	91.9
AMICA.....	100.0	1.5	.4	.7	.3	.1	.2	.6	.6	98.5	.5	2.3	4.5	92.7
ANNA.....	100.0	1.4	.3	.7	.3	.1	.2	.6	.6	98.6	.4	2.2	4.2	93.2
AUTOSPRINT.....	100.0	1.4	.4	.6	.3	.1	.2	.6	.6	98.6	.4	2.2	4.1	93.2
BELLA.....	100.0	1.3	.2	.6	.3	.1	.2	.6	.5	98.7	.3	1.9	3.7	94.1
CIAO 2001.....	100.0	1.3	.4	.5	.4	.1	*	.5	.8	98.7	.6	1.9	5.6	91.9
CONFIDENZE.....	100.0	.9	.2	.4	.2	.1	.1	.5	.3	99.1	.3	1.9	3.9	93.9
DOLLY.....	100.0	.9	.3	.4	.2	*	*	.4	.5	99.1	.5	2.2	5.2	92.2
DOMENICA DEL CORRIERE.....	100.0	1.2	.2	.5	.3	.2	.2	.5	.5	98.8	.4	1.6	3.9	94.1
DOMENICA QUIZ.....	100.0	1.1	.2	.5	.3	.1	.2	.5	.4	98.9	.5	2.1	4.3	93.0
EPOCA.....	100.0	1.4	.3	.7	.3	.2	.2	.6	.6	98.6	.5	2.1	4.5	92.9
L'ESPRESSO.....	100.0	1.4	.3	.7	.3	.1	.2	.6	.5	98.6	.5	2.3	4.4	92.9
EUROPEO.....	100.0	1.4	.3	.7	.3	.1	.2	.6	.5	98.6	.5	2.2	4.4	93.0
EVA EXPRESS.....	100.0	1.0	.2	.4	.3	.1	.1	.5	.4	99.0	.4	1.8	4.1	93.8
FAMIGLIA CRISTIANA.....	100.0	.9	.1	.4	.2	.1	.1	.4	.3	99.1	.2	1.4	3.3	95.0
GENTE.....	100.0	1.2	.2	.5	.3	.1	.2	.5	.5	98.8	.4	1.9	4.3	93.4
GIOIA.....	100.0	1.3	.3	.6	.3	.1	.2	.6	.5	98.7	.4	2.3	4.2	93.2
IL GIORNALINO.....	100.0	1.1	.2	.7	.2	.1	.1	.6	.4	98.9	.4	2.4	3.4	93.9
GRAND HOTEL.....	100.0	.8	.2	.4	.2	.1	.1	.4	.3	99.2	.3	1.9	4.2	93.5
GRAZIA.....	100.0	1.4	.3	.6	.3	.1	.2	.6	.6	98.6	.4	2.0	4.1	93.4
GUERIN SPORTIVO.....	100.0	1.3	.4	.6	.3	*	.1	.6	.6	98.7	.5	2.4	5.1	92.1
GUIDA CUCINA.....	100.0	1.1	.2	.5	.3	.1	.1	.6	.4	98.9	.5	2.2	4.4	92.9
GUIDA TV.....	100.0	.9	.2	.4	.2	.1	.1	.5	.4	99.1	.4	1.8	4.1	93.7
INTIMITA'.....	100.0	.9	.2	.4	.2	.1	.1	.5	.3	99.1	.3	1.8	3.7	94.2
INTREPIDO.....	100.0	1.0	.3	.5	.2	*	.1	.4	.5	99.0	.5	2.4	4.7	92.4
IL MONDO.....	100.0	1.9	.5	1.0	.4	*	.3	.9	.7	98.1	.4	2.5	4.4	92.8
MONDO ECONOMICO.....	100.0	1.7	.4	.8	.4	*	.3	.8	.6	98.3	.4	2.3	4.6	92.7
IL MONELLO.....	100.0	1.2	.3	.6	.3	*	.1	.5	.6	98.8	.5	2.1	4.6	92.8
NOVELLA 2000.....	100.0	1.0	.3	.4	.2	.1	.1	.5	.4	99.0	.4	1.9	3.9	93.8
OGGI.....	100.0	1.2	.2	.6	.3	.1	.2	.5	.5	98.8	.4	1.9	4.2	93.4
ONDA TV.....	100.0	.8	.2	.4	.2	.1	.1	.4	.3	99.2	.4	1.9	3.9	93.8
PANORAMA.....	100.0	1.4	.3	.7	.3	.1	.2	.6	.6	98.6	.5	2.2	4.3	93.0
RADIOCORRIERE TV.....	100.0	1.0	.2	.5	.2	.1	.1	.5	.4	99.0	.4	2.0	4.2	93.4
RAGAZZA IN.....	100.0	.9	.3	.5	.1	.1	.1	.5	.4	99.1	.5	2.3	4.3	92.9
ROMBO.....	100.0	1.5	.6	.6	.2	*	.2	.5	.7	98.5	.3	2.1	4.5	93.1
SORRISI E CANZONI TV.....	100.0	.9	.2	.5	.2	.1	.1	.4	.4	99.1	.4	2.0	4.3	93.3
STARTER.....	100.0	1.4	.2	.9	.3	*	.1	.5	.8	98.6	.4	2.3	4.5	92.8
STOP.....	100.0	.8	.2	.3	.2	.1	.1	.4	.3	99.2	.3	1.3	3.4	95.0
TELESETTE.....	100.0	.9	.2	.4	.2	.1	.1	.5	.4	99.1	.4	2.0	4.2	93.3
TOPOLINO.....	100.0	1.2	.3	.6	.3	*	.1	.5	.6	98.8	.5	2.4	4.3	92.8

Lettori ultimo periodo

analisi secondo: ● possesso di un forno a microonde

(percentuali di penetrazione)

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso io	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	.8	.1	.4	.2	.1	.1	.4	.3	99.2	.3	1.7	3.9	94.1
MENSILI	100.0	1.3	.2	.7	.3	.1	.3	.5	.5	98.7	.5	2.7	4.3	92.6
ABITARE.....	100.0	1.5	.3	.7	.4	.1	.2	.6	.7	98.5	.4	1.9	3.9	93.8
AD.....	100.0	2.0	.6	1.0	.4	.1	.2	.8	1.0	98.0	.6	2.2	4.1	93.1
AIRONE.....	100.0	1.6	.3	.7	.5	*	.2	.8	.7	98.4	.4	2.0	3.7	93.9
ALTA FEDELTA'.....	100.0	1.3	.4	.3	.4	.2	.2	.3	.7	98.7	.4	2.3	4.7	92.6
ASTRA.....	100.0	1.4	.4	.6	.4	*	.1	.7	.6	98.6	.5	2.1	5.0	92.4
ATLANTE.....	100.0	1.4	.4	.7	.3	*	.2	.6	.7	98.6	.4	2.1	3.7	93.8
AUTO CAPITAL.....	100.0	1.7	.4	.9	.4	*	.3	.7	.8	98.3	.4	1.6	5.1	92.9
L'AUTOMOBILE.....	100.0	1.3	.3	.7	.3	.1	.2	.6	.5	98.7	.4	2.1	4.1	93.3
BENISSIMO.....	100.0	1.1	.3	.5	.3	*	.1	.5	.4	98.9	.4	2.1	4.4	93.1
BRAVA CASA.....	100.0	1.3	.2	.7	.3	.1	.3	.7	.4	98.7	.6	2.5	4.4	92.5
CAPITAL.....	100.0	2.0	.4	1.0	.5	.1	.3	.9	.7	98.0	.5	2.4	4.6	92.5
CASAVIVA.....	100.0	1.3	.3	.7	.3	*	.2	.6	.5	98.7	.5	2.4	4.2	92.9
100 COSE.....	100.0	1.4	.5	.6	.3	*	.1	.5	.8	98.6	.6	1.9	5.0	92.6
CONSIGLI PRATICI.....	100.0	.9	.1	.5	.2	.1	*	.4	.4	99.1	.2	1.7	3.1	95.0
CORTO MALTESE.....	100.0	2.4	.2	.9	1.3	-	*	1.7	.7	97.6	.5	1.0	3.0	95.6
COSMOPOLITAN.....	100.0	1.7	.4	.7	.5	.1	.1	.7	.8	98.3	.5	1.8	4.5	93.2
LA CUCINA ITALIANA.....	100.0	1.3	.3	.6	.3	.1	.2	.6	.5	98.7	.4	2.4	3.9	93.3
DONNAPIU'.....	100.0	1.4	.3	.7	.4	*	.1	.6	.7	98.6	.4	1.9	4.0	93.7
ESPANSIONE.....	100.0	2.3	.5	1.4	.4	*	.2	1.4	.7	97.7	.3	2.0	3.8	93.9
FOTOGRAFARE.....	100.0	1.4	.4	.7	.4	.1	.3	.5	.6	98.6	.6	2.7	4.9	91.9
GARDENIA.....	100.0	1.3	.3	.6	.3	*	.2	.5	.6	98.7	.3	2.4	3.3	94.0
GENTE MONEY.....	100.0	1.8	.4	.9	.4	.1	.3	.7	.8	98.2	.5	2.1	4.5	92.9
GENTE MOTORI.....	100.0	1.1	.3	.5	.3	*	.1	.5	.5	98.9	.4	2.1	4.3	93.3
GENTE VIAGGI.....	100.0	1.7	.4	.8	.4	*	.2	.7	.8	98.3	.4	2.1	4.2	93.3
GIOIELLI.....	100.0	1.2	.3	.6	.3	.1	.2	.5	.5	98.8	.4	2.2	4.0	93.3
INSIEME.....	100.0	1.1	.2	.5	.4	*	.1	.6	.5	98.9	.5	2.0	3.6	93.9
JESUS.....	100.0	1.1	.2	.4	.4	.1	.2	.6	.3	98.9	.2	1.5	2.8	95.6
LEI.....	100.0	1.6	.5	.7	.3	*	.1	.6	.9	98.4	.5	1.9	4.3	93.2
LINUS.....	100.0	1.6	.4	.8	.4	*	.2	.7	.8	98.4	.5	2.3	4.3	92.9
MADRE.....	100.0	1.0	.1	.4	.3	.2	.1	.7	.3	99.0	.1	1.4	2.5	96.0
MANI DI FATA.....	100.0	.9	.2	.4	.2	.1	.1	.5	.3	99.1	.3	2.1	3.7	93.8
MAX.....	100.0	1.6	.4	.7	.4	*	*	.7	.9	98.4	.5	2.0	4.8	92.7
MESSAGGERO DI S.ANTONIO.....	100.0	.7	.1	.4	.2	.1	.1	.4	.3	99.3	.2	1.5	4.2	94.1
LA MIA CASA.....	100.0	.8	.1	.4	.2	.1	.1	.4	.2	99.2	.4	1.9	4.2	93.5
MILLEIDEE.....	100.0	1.2	.2	.6	.3	.1	.2	.5	.5	98.8	.4	2.0	4.1	93.5
MODA.....	100.0	1.2	.3	.6	.3	*	.1	.5	.6	98.8	.4	2.0	4.6	93.0
MOTOCICLISMO.....	100.0	1.4	.4	.7	.3	*	.1	.5	.8	98.6	.5	1.8	4.2	93.5
MUSIC.....	100.0	.9	.3	.4	.3	*	*	.3	.6	99.1	.7	1.9	5.7	91.7
NATURA OGGI.....	100.0	1.2	.2	.5	.3	.1	.1	.5	.5	98.8	.4	1.6	3.5	94.6
PESCARRE.....	100.0	1.1	.3	.5	.3	*	.1	.6	.4	98.9	.2	2.2	4.1	93.4
PHOTO ITALIANA.....	100.0	1.7	.4	.9	.3	.1	.2	.6	.9	98.3	.4	2.1	4.0	93.4
IL PIACERE.....	100.0	1.9	.4	1.0	.4	.1	.3	.9	.7	98.1	.5	3.1	5.0	91.4
PLAYMEN.....	100.0	1.3	.4	.6	.3	*	.2	.6	.5	98.7	.4	2.3	4.6	92.7
PM.....	100.0	1.6	.4	.8	.4	*	.1	.6	.9	98.4	.5	2.2	4.5	92.8
QUATTORRUOTE.....	100.0	1.3	.3	.6	.3	*	.2	.6	.6	98.7	.4	2.1	4.4	93.1
QUI TOURING.....	100.0	1.7	.3	.9	.4	.1	.3	.9	.6	98.3	.7	2.1	4.4	92.9
RAKAM.....	100.0	1.1	.2	.6	.3	.1	.2	.5	.4	98.9	.4	2.2	4.1	93.3
ROCKSTAR.....	100.0	1.1	.5	.4	.2	*	*	.3	.8	98.9	.8	2.4	6.1	90.8
SALVE.....	100.0	1.4	.4	.6	.3	*	.2	.6	.6	98.6	.5	2.2	4.2	93.1
SCIENZA 2000.....	100.0	.7	.2	.2	.2	*	.1	.3	.2	99.3	.3	2.4	5.6	91.6
SCIENZA E VITA NUOVA.....	100.0	1.4	.3	.6	.4	*	.1	.7	.6	98.6	.3	2.5	3.7	93.5
LE SCIENZE.....	100.0	1.2	.2	.6	.3	*	.1	.6	.5	98.8	.5	2.4	3.8	93.3
SELEZIONE DAL R.DIGEST.....	100.0	1.2	.3	.6	.3	.1	.2	.6	.5	98.8	.4	1.9	4.2	93.5
STARBENE.....	100.0	1.2	.3	.6	.3	.1	.1	.5	.6	98.8	.4	2.3	4.1	93.3
STORIA ILLUSTRATA.....	100.0	1.1	.3	.5	.2	.1	.2	.4	.4	98.9	.4	2.0	3.9	93.8
SUPER GOL.....	100.0	1.1	.3	.5	.3	*	.1	.5	.5	98.9	.5	2.1	4.3	93.1
IL TENNIS ITALIANO.....	100.0	1.4	.4	.6	.4	*	.1	.5	.7	98.6	.4	2.3	4.4	92.9
TUTTO CUCINA.....	100.0	.9	.2	.4	.2	.1	.1	.4	.4	99.1	.4	2.0	4.1	93.5
TUTTO MAGLIA.....	100.0	.9	.2	.4	.2	.1	.1	.5	.2	99.1	.3	2.2	3.9	93.6
TUTTO MOTO.....	100.0	1.3	.4	.6	.2	*	.1	.5	.7	98.7	.5	2.1	4.9	92.5
TUTTO MUSICA & SPETTACOLO.....	100.0	1.0	.3	.4	.2	*	*	.4	.6	99.0	.6	2.2	5.0	92.2
TUTTO TURISMO.....	100.0	1.3	.3	.8	.2	*	.1	.5	.8	98.7	.4	2.2	4.2	93.2
TUTTO UNCINETTO.....	100.0	.8	.2	.3	.2	.1	.1	.4	.3	99.2	.3	2.1	4.2	93.3
VELA E MOTORE.....	100.0	1.4	.3	.7	.2	.2	.4	.7	.3	98.6	.8	2.5	5.0	91.7
VITAL.....	100.0	1.6	.6	.7	.3	*	*	.5	1.0	98.4	.5	2.3	4.3	92.9
WEEKEND.....	100.0	1.2	.3	.6	.3	.1	.1	.7	.4	98.8	.5	2.4	3.7	93.5
ZOOM.....	100.0	1.8	.7	.6	.4	*	.2	.7	.9	98.2	.5	3.4	5.0	91.0
DIANA (Quindicinale).....	100.0	1.0	.3	.4	.2	*	.1	.4	.5	99.0	.2	2.4	3.4	94.0

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● possesso di un forno a microonde

(percentuali di penetrazione)

	Totale	POSSES-SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES-SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certa- mente si	probabi- mente si	non so	no
TOTALE	100.0	.7	.1	.4	.2	.1	.2	.3	.2	99.3	.3	1.8	3.2	94.7
PERIODICI	100.0	.9	.1	.5	.2	.1	.2	.4	.3	99.1	.4	2.2	3.6	93.8
SETTIMANALI	100.0	.9	.1	.4	.2	.1	.2	.4	.3	99.1	.4	2.1	3.6	93.8
ALBO BLITZ.....	100.0	.8	.1	.5	.2	*	.1	.3	.4	99.2	.8	2.1	5.1	92.0
AMICA.....	100.0	1.5	.3	.8	.4	.1	.4	.7	.4	98.5	.4	2.6	3.9	93.0
ANNA.....	100.0	1.3	.2	.7	.4	.1	.3	.7	.4	98.7	.4	2.4	3.6	93.7
AUTOSPRINT.....	100.0	1.6	.2	1.1	.3	.1	.2	.5	.9	98.4	.6	2.4	4.3	92.7
BELLA.....	100.0	1.3	.1	.7	.4	.1	.2	.7	.4	98.7	.3	2.1	3.3	94.4
CIAO 2001.....	100.0	1.7	.1	.3	.8	.4	.2	1.0	.5	98.3	.4	1.9	4.0	93.7
CONFIDENZE.....	100.0	.8	.1	.4	.3	.1	.2	.4	.2	99.2	.3	2.1	3.4	94.2
DOLLY.....	100.0	.9	.2	.4	.1	.2	.2	.6	.1	99.1	.2	2.7	3.8	93.4
DOMENICA DEL CORRIERE.....	100.0	1.2	.2	.6	.2	.2	.2	.4	.6	98.8	.4	1.9	3.6	94.1
DOMENICA QUIZ.....	100.0	1.1	.2	.5	.3	.1	.2	.5	.4	98.9	.7	2.6	3.7	93.1
EPOCA.....	100.0	1.4	.2	.7	.3	.2	.3	.6	.5	98.6	.6	2.4	4.4	92.6
L'ESPRESSO.....	100.0	1.3	.2	.6	.4	.1	.3	.6	.4	98.7	.9	2.9	3.6	92.6
EUROPEO.....	100.0	1.3	.2	.7	.3	.1	.4	.5	.4	98.7	.9	2.5	3.7	92.9
EVA EXPRESS.....	100.0	1.0	.1	.4	.3	.1	.2	.4	.3	99.0	.3	1.9	3.5	94.3
FAMIGLIA CRISTIANA.....	100.0	.9	.1	.5	.2	.1	.1	.4	.4	99.1	.2	1.6	2.8	95.4
GENTE.....	100.0	1.1	.1	.5	.3	.2	.2	.5	.4	98.9	.5	2.1	3.7	93.7
GIOIA.....	100.0	1.3	.2	.7	.3	.1	.3	.6	.3	98.7	.3	2.5	3.5	93.7
IL GIORNALINO.....	100.0	1.3	.1	.9	.2	.1	.2	.6	.5	98.7	.4	2.5	3.0	94.1
GRAND HOTEL.....	100.0	.7	.1	.3	.2	.1	.1	.3	.2	99.3	.3	2.0	3.7	94.0
GRAZIA.....	100.0	1.3	.2	.6	.4	.2	.3	.7	.4	98.7	.4	2.3	3.5	93.8
GUERIN SPORTIVO.....	100.0	1.3	.1	1.0	.3	*	.2	.5	.7	98.7	1.3	2.6	4.5	91.6
GUIDA CUCINA.....	100.0	1.0	.2	.4	.3	.1	.2	.6	.2	99.0	.5	2.6	3.9	93.1
GUIDA TV.....	100.0	.8	.1	.4	.2	.1	.1	.4	.3	99.2	.4	1.9	3.6	94.1
INTIMITA'.....	100.0	.9	.1	.4	.2	.1	.1	.5	.2	99.1	.3	1.9	3.3	94.5
INTREPIDO.....	100.0	1.0	.1	.7	.2	.1	.1	.4	.5	99.0	.6	2.5	4.4	92.5
IL MONDO.....	100.0	1.8	.3	1.1	.4	*	.5	.7	.6	98.2	1.2	3.1	3.4	92.3
MONDO ECONOMICO.....	100.0	1.9	.3	1.2	.3	.1	.5	.9	.5	98.1	.9	2.4	3.8	92.9
IL MONELLO.....	100.0	1.2	.1	.7	.4	*	.2	.6	.4	98.8	.5	2.4	4.2	92.9
NOVELLA 2000.....	100.0	1.0	.2	.5	.2	.1	.2	.5	.4	99.0	.3	2.0	3.4	94.3
OGGI.....	100.0	1.2	.1	.6	.3	.2	.2	.5	.4	98.8	.5	2.2	3.8	93.6
ONDA TV.....	100.0	.7	.1	.4	.2	.1	.1	.4	.2	99.3	.3	2.1	3.5	94.1
PANORAMA.....	100.0	1.4	.2	.7	.4	.1	.4	.6	.5	98.6	.9	2.8	3.6	92.7
RADIOCORRIERE TV.....	100.0	.9	.1	.4	.3	.1	.2	.5	.2	99.1	.4	2.2	3.6	93.8
RAGAZZA IN.....	100.0	.9	.1	.5	.1	.2	.2	.5	.2	99.1	.3	2.9	3.6	93.3
ROMBO.....	100.0	1.9	.1	1.5	.2	.1	.4	.4	1.1	98.1	.6	2.5	3.7	93.1
SORRISI E CANZONI TV.....	100.0	.9	.1	.5	.2	.1	.2	.4	.3	99.1	.4	2.2	3.6	93.8
STARTER.....	100.0	1.9	.1	1.6	.1	*	.1	.2	1.6	98.1	.7	2.1	3.5	93.6
STOP.....	100.0	.7	.1	.3	.2	.1	.1	.4	.3	99.3	.2	1.4	2.9	95.4
TELESETTE.....	100.0	.8	.1	.4	.2	.1	.2	.5	.2	99.2	.4	2.2	3.8	93.6
TOPOLINO.....	100.0	1.2	.1	.6	.3	.1	.2	.5	.4	98.8	.5	2.8	3.7	93.0

Adulti

Lettori ultimo periodo

analisi secondo: ● possesso di un complesso HI-FI

(percentuali di penetrazione)

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	24.6	3.1	6.2	13.9	1.5	6.5	9.3	8.9	75.4	1.2	5.0	4.8	89.0
PERIODICI	100.0	31.3	4.0	7.9	17.9	1.5	8.4	12.1	10.8	68.7	1.6	6.3	5.3	86.8
SETTIMANALI	100.0	31.4	4.0	8.0	17.8	1.6	8.3	12.3	10.8	68.6	1.6	6.3	5.3	86.8
ALBO BLITZ.....	100.0	32.8	5.0	8.6	17.6	1.6	12.4	12.2	8.2	67.2	2.0	9.3	6.0	82.7
AMICA.....	100.0	38.1	4.2	9.0	22.7	2.2	7.0	15.0	16.1	61.9	1.7	6.4	5.3	86.5
ANNA.....	100.0	35.6	4.0	8.4	21.1	2.0	5.8	14.2	15.6	64.4	1.6	5.9	5.0	87.5
AUTOSPRINT.....	100.0	38.7	5.0	10.0	21.7	2.0	15.9	14.4	8.4	61.3	2.0	9.2	5.4	83.3
BELLA.....	100.0	31.3	3.7	7.5	18.6	1.7	4.4	12.7	14.2	68.7	1.3	5.1	5.0	88.7
CIAO 2001.....	100.0	42.0	6.1	11.1	22.6	2.2	12.3	16.2	13.4	58.0	2.4	9.4	6.9	81.4
CONFIDENZE.....	100.0	26.9	3.2	6.6	15.7	1.5	4.0	10.8	12.1	73.1	1.2	4.8	4.9	89.2
DOLLY.....	100.0	33.3	5.1	9.8	16.8	1.7	5.4	14.1	13.8	66.7	1.7	7.5	7.0	83.7
DOMENICA DEL CORRIERE.....	100.0	30.5	3.4	7.4	17.8	1.9	9.7	11.1	9.6	69.5	1.3	5.3	4.7	88.8
DOMENICA QUIZ.....	100.0	33.5	4.0	7.6	20.0	1.9	11.3	11.6	10.6	66.5	1.9	7.6	5.7	84.8
EPOCA.....	100.0	38.4	4.2	9.2	22.7	2.4	12.1	14.4	11.9	61.6	1.6	6.0	5.1	87.3
L'ESPRESSO.....	100.0	42.8	4.7	9.9	25.8	2.3	15.5	15.9	11.4	57.2	2.2	7.9	5.7	84.2
EUROPEO.....	100.0	41.3	4.5	9.5	24.9	2.4	15.4	15.0	10.9	58.7	2.0	7.5	5.5	85.0
EVA EXPRESS.....	100.0	30.4	3.6	7.4	17.8	1.6	7.0	11.6	11.9	69.6	1.4	5.7	4.9	87.9
FAMIGLIA CRISTIANA.....	100.0	26.9	3.3	6.6	15.6	1.5	6.6	10.4	9.9	73.1	1.0	4.7	4.9	89.5
GENTE.....	100.0	32.7	3.7	7.8	19.2	2.0	8.1	12.5	12.1	67.3	1.5	5.7	5.1	87.7
GIOIA.....	100.0	33.7	3.9	8.2	19.6	2.0	5.5	13.5	14.7	66.3	1.5	5.8	5.2	87.5
IL GIORNALINO.....	100.0	33.3	4.7	8.8	18.4	1.3	7.3	13.8	12.2	66.7	1.4	5.7	5.7	87.2
GRAND HOTEL.....	100.0	25.3	3.4	6.6	14.0	1.5	5.6	9.9	9.8	74.7	1.3	5.5	5.0	88.2
GRAZIA.....	100.0	36.5	4.0	8.5	21.8	2.1	6.4	14.7	15.4	63.5	1.6	6.0	5.2	87.2
GUERIN SPORTIVO.....	100.0	40.6	5.4	10.4	22.6	2.1	15.1	16.1	9.5	59.4	2.3	9.1	6.1	82.6
GUIDA CUCINA.....	100.0	33.0	3.9	8.0	19.3	1.8	6.2	13.2	13.6	67.0	1.7	6.3	5.6	86.5
GUIDA TV.....	100.0	29.9	3.8	7.6	16.9	1.6	8.5	11.5	9.9	70.1	1.5	6.1	5.4	87.0
INTIMITA'.....	100.0	27.4	3.3	6.7	16.0	1.4	4.5	10.9	12.0	72.6	1.1	4.8	4.7	89.4
INTREPIDO.....	100.0	31.3	4.8	8.4	16.4	1.6	10.9	12.2	8.2	68.7	2.0	8.5	6.1	83.4
IL MONDO.....	100.0	53.4	5.0	12.2	33.7	2.5	22.6	19.8	11.0	46.6	2.0	8.9	5.6	83.4
MONDO ECONOMICO.....	100.0	47.0	4.8	10.8	29.0	2.5	19.8	16.7	10.6	53.0	1.7	8.1	5.5	84.8
IL MONELLO.....	100.0	34.0	4.7	8.8	18.8	1.7	11.5	13.0	9.5	66.0	2.0	8.0	5.8	84.2
NOVELLA 2000.....	100.0	30.1	3.8	7.5	17.2	1.5	7.1	11.5	11.4	69.9	1.4	5.8	4.9	87.8
OGGI.....	100.0	33.2	3.8	8.0	19.5	1.9	8.5	12.7	11.9	66.8	1.5	5.7	5.0	87.8
ONDA TV.....	100.0	28.3	3.9	7.6	15.4	1.3	7.4	11.3	9.5	71.7	1.4	6.5	5.6	86.5
PANORAMA.....	100.0	43.8	4.7	10.2	26.5	2.3	15.6	16.3	11.9	56.2	2.2	8.1	5.6	84.1
RADIOCORRIERE TV.....	100.0	33.1	4.2	8.1	18.8	2.0	9.6	12.6	10.8	66.9	1.6	6.2	5.3	86.8
RAGAZZA IN.....	100.0	31.2	4.9	8.7	16.1	1.4	5.2	12.9	13.1	68.8	1.7	7.3	7.0	84.0
ROMBO.....	100.0	39.5	5.6	10.5	21.4	2.0	16.3	15.0	8.3	60.5	2.0	9.8	5.5	82.8
SORRISI E CANZONI TV.....	100.0	31.0	4.1	8.0	17.2	1.7	7.9	12.2	10.9	69.0	1.6	6.5	5.5	86.5
STARTER.....	100.0	35.5	5.1	9.8	19.1	1.5	14.7	12.9	7.9	64.5	2.1	10.8	5.6	81.5
STOP.....	100.0	26.2	3.1	6.4	15.4	1.4	6.0	9.8	10.5	73.8	1.0	4.4	4.3	90.3
TELESETTE.....	100.0	30.8	3.9	8.0	17.3	1.6	9.2	11.7	9.9	69.2	1.7	6.8	5.5	86.1
TOPOLINO.....	100.0	37.4	4.9	9.3	21.3	1.8	10.5	14.8	12.0	62.6	2.0	7.4	6.0	84.7

Lettori ultimo periodo

analisi secondo: ● possesso di un complesso HI-FI

(percentuali di penetrazione)

	Totale	POSSES-SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES-SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	27.4	3.6	7.0	15.2	1.6	11.4	9.8	6.2	72.6	1.4	6.1	4.9	87.5
PERIODICI	100.0	34.7	4.7	9.1	19.4	1.5	14.7	12.6	7.3	65.3	2.0	7.6	5.4	85.1
SETTIMANALI	100.0	35.1	5.0	9.3	19.2	1.6	14.7	12.9	7.4	64.9	2.0	7.5	5.4	85.1
ALBO BLITZ.....	100.0	33.3	5.1	8.9	17.7	1.6	13.4	12.2	7.6	66.7	2.0	9.7	6.0	82.3
AMICA.....	100.0	42.7	5.1	10.4	24.9	2.3	19.1	15.3	8.3	57.3	2.0	8.4	5.3	84.3
ANNA.....	100.0	40.5	4.7	9.8	23.6	2.3	17.8	14.5	8.2	59.5	1.7	7.7	5.1	85.4
AUTOSPRINT.....	100.0	39.7	5.2	10.4	22.1	2.0	18.2	14.5	7.0	60.3	2.1	9.8	5.5	82.6
BELLA.....	100.0	34.2	4.2	8.5	19.5	1.9	14.8	12.3	7.1	65.8	1.4	6.5	5.1	87.0
CIAO 2001.....	100.0	45.5	6.8	11.9	24.4	2.3	18.7	17.4	9.4	54.5	2.9	12.0	6.5	78.7
CONFIDENZE.....	100.0	29.4	3.8	7.7	16.2	1.7	11.5	10.8	7.0	70.6	1.2	5.5	5.0	88.3
DOLLY.....	100.0	35.7	6.7	9.9	17.5	1.6	11.4	15.1	9.3	64.3	2.1	10.6	6.8	80.4
DOMENICA DEL CORRIERE.....	100.0	32.2	3.6	8.0	18.7	1.9	13.9	11.4	7.0	67.8	1.4	5.9	4.8	87.9
DOMENICA QUIZ.....	100.0	34.1	4.2	8.0	20.0	1.8	16.4	10.7	6.9	65.9	1.9	8.8	5.8	83.4
EPOCA.....	100.0	40.3	4.5	10.0	23.4	2.4	17.2	14.5	8.6	59.7	1.6	6.5	5.1	86.8
L'ESPRESSO.....	100.0	45.0	5.0	10.7	26.9	2.4	21.0	16.0	8.1	55.0	2.2	8.7	5.8	83.3
EUROPEO.....	100.0	43.2	4.8	10.3	25.7	2.4	19.6	15.1	8.5	56.8	2.1	8.2	5.6	84.2
EVA EXPRESS.....	100.0	35.0	4.4	9.2	19.7	1.7	16.6	11.9	6.5	65.0	1.7	7.8	5.3	85.1
FAMIGLIA CRISTIANA.....	100.0	29.4	3.8	7.3	16.7	1.7	12.0	10.8	6.6	70.6	1.1	5.6	4.9	88.4
GENTE.....	100.0	36.4	4.4	9.1	20.9	2.1	15.4	13.1	7.9	63.6	1.7	7.1	5.2	86.0
GIOIA.....	100.0	37.6	4.7	9.5	21.4	2.1	15.7	13.9	8.1	62.4	1.7	7.5	5.2	85.5
IL GIORNALINO.....	100.0	34.2	5.4	9.8	17.6	1.4	12.8	13.7	7.7	65.8	1.3	6.0	6.1	86.7
GRAND HOTEL.....	100.0	27.0	4.0	7.2	14.4	1.5	11.2	9.7	6.2	73.0	1.5	6.8	5.2	86.6
GRAZIA.....	100.0	41.0	4.8	10.2	23.8	2.3	17.1	15.2	8.7	59.0	1.7	7.6	5.0	85.7
GUERIN SPORTIVO.....	100.0	40.9	5.5	10.5	22.8	2.1	16.4	16.1	8.4	59.1	2.3	9.3	6.1	82.3
GUIDA CUCINA.....	100.0	38.1	4.4	10.0	21.8	1.9	18.1	13.3	6.6	61.9	2.0	8.1	5.7	84.2
GUIDA TV.....	100.0	31.9	4.3	8.4	17.6	1.7	13.4	11.6	6.9	68.1	1.7	7.1	5.5	85.7
INTIMITA'.....	100.0	30.8	4.0	7.9	17.3	1.6	13.3	10.9	6.5	69.2	1.3	6.1	5.2	87.5
INTREPIDO.....	100.0	32.1	5.2	8.8	16.5	1.6	12.9	12.1	7.0	67.9	2.1	9.2	6.1	82.6
IL MONDO.....	100.0	54.4	5.1	12.9	34.1	2.4	26.4	19.8	8.2	45.6	1.9	9.3	5.7	83.0
MONDO ECONOMICO.....	100.0	47.9	4.8	11.1	29.5	2.5	22.9	16.5	8.5	52.1	1.6	8.5	5.4	84.5
IL MONELLO.....	100.0	35.3	5.1	9.4	19.1	1.7	15.0	13.0	7.3	64.7	2.2	8.9	5.8	83.1
NOVELLA 2000.....	100.0	32.7	4.3	8.8	18.1	1.5	14.7	11.4	6.7	67.3	1.6	7.6	5.3	85.4
OGGI.....	100.0	36.0	4.2	9.0	20.8	2.0	15.6	12.9	7.6	64.0	1.6	6.8	5.1	86.6
ONDA TV.....	100.0	30.9	4.6	8.6	16.4	1.3	12.4	11.9	6.5	69.1	1.7	7.7	5.8	84.8
PANORAMA.....	100.0	46.5	5.1	11.2	27.9	2.3	21.6	16.7	8.2	53.5	2.3	9.1	5.6	83.1
RADIOCORRIERE TV.....	100.0	35.5	4.8	8.9	19.8	2.0	14.5	13.1	7.9	64.5	1.9	7.3	5.4	85.4
RAGAZZA IN.....	100.0	34.2	6.4	9.5	17.0	1.3	11.1	14.2	9.0	65.8	1.9	9.5	6.7	81.8
ROMBO.....	100.0	39.7	5.7	10.5	21.4	2.0	17.3	15.0	7.5	60.3	2.0	10.1	5.4	82.5
SORRISI E CANZONI TV.....	100.0	33.5	4.8	8.9	18.2	1.7	13.9	12.5	7.1	66.5	1.9	7.9	5.7	84.6
STARTER.....	100.0	36.1	5.2	10.0	19.3	1.5	15.6	13.0	7.6	63.9	2.2	11.1	5.6	81.1
STOP.....	100.0	29.6	3.7	7.9	16.6	1.4	12.7	10.4	6.5	70.4	1.2	5.9	4.7	88.2
TELESETTE.....	100.0	33.4	4.5	8.9	18.4	1.6	14.4	12.1	7.0	66.6	2.0	8.2	5.7	84.1
TOPOLINO.....	100.0	40.2	5.6	10.4	22.2	1.9	16.7	15.3	8.2	59.8	2.0	8.5	6.1	83.4

Donne

Lettori ultimo periodo

analisi secondo: ● possesso di un complesso HI-FI

(percentuali di penetrazione)

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso io	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	22.1	2.5	5.4	12.7	1.4	1.9	8.8	11.4	77.9	1.0	4.0	4.6	90.4
PERIODICI	100.0	28.1	3.3	6.7	16.5	1.6	2.5	11.7	14.0	71.9	1.3	5.1	5.2	88.4
SETTIMANALI	100.0	28.2	3.2	6.8	16.6	1.6	2.6	11.7	13.9	71.8	1.3	5.2	5.2	88.3
ALBO BLITZ.....	100.0	28.6	3.5	6.3	17.0	1.7	3.2	12.3	13.1	71.4	1.7	6.2	5.5	86.6
AMICA.....	100.0	36.9	4.0	8.6	22.1	2.2	3.9	14.9	18.1	63.1	1.7	5.9	5.3	87.1
ANNA.....	100.0	34.6	3.8	8.2	20.7	2.0	3.4	14.2	17.1	65.4	1.6	5.6	5.0	87.9
AUTOSPRINT.....	100.0	33.4	4.1	8.2	19.4	1.6	3.4	14.0	16.0	66.6	1.6	6.0	5.4	87.0
BELLA.....	100.0	30.9	3.6	7.3	18.4	1.6	2.7	12.8	15.4	69.1	1.3	4.8	4.9	88.9
CIAO 2001.....	100.0	38.0	5.2	10.2	20.6	2.0	5.0	14.9	18.1	62.0	1.7	6.4	7.5	84.4
CONFIDENZE.....	100.0	26.3	3.1	6.3	15.5	1.4	2.4	10.8	13.2	73.7	1.2	4.6	4.9	89.3
DOLLY.....	100.0	32.7	4.6	9.8	16.6	1.7	3.8	13.9	15.0	67.3	1.6	6.7	7.1	84.6
DOMENICA DEL CORRIERE.....	100.0	27.4	2.9	6.3	16.2	2.0	2.5	10.7	14.1	72.6	1.1	4.1	4.5	90.3
DOMENICA QUIZ.....	100.0	32.8	3.8	6.9	20.0	2.1	3.8	12.9	16.1	67.2	1.8	6.0	5.4	86.8
EPOCA.....	100.0	35.5	3.7	7.9	21.5	2.4	3.6	14.4	17.5	64.5	1.6	5.2	5.1	88.1
L'ESPRESSO.....	100.0	38.5	4.2	8.4	23.7	2.2	4.8	15.9	17.9	61.5	2.2	6.4	5.7	85.8
EUROPEO.....	100.0	36.2	3.6	7.6	22.6	2.4	4.1	14.5	17.6	63.8	1.8	5.6	5.4	87.2
EVA EXPRESS.....	100.0	28.4	3.3	6.6	17.0	1.5	2.8	11.4	14.2	71.6	1.3	4.8	4.7	89.2
FAMIGLIA CRISTIANA.....	100.0	24.7	2.9	5.9	14.5	1.4	1.8	10.0	12.9	75.3	.9	3.9	4.8	90.4
GENTE.....	100.0	30.1	3.3	6.9	18.0	1.9	2.8	12.2	15.1	69.9	1.3	4.8	5.0	88.9
GIOIA.....	100.0	32.8	3.7	7.9	19.2	2.0	3.2	13.4	16.2	67.2	1.4	5.4	5.2	87.9
IL GIORNALINO.....	100.0	32.5	4.1	7.9	19.1	1.3	2.5	13.8	16.2	67.5	1.5	5.4	5.4	87.6
GRAND HOTEL.....	100.0	24.2	2.9	6.1	13.7	1.4	2.0	10.0	12.2	75.8	1.1	4.7	4.9	89.3
GRAZIA.....	100.0	35.3	3.8	8.1	21.3	2.1	3.6	14.5	17.2	64.7	1.6	5.6	5.2	87.6
GUERIN SPORTIVO.....	100.0	37.9	4.8	9.6	21.4	2.1	4.1	15.6	18.2	62.1	1.9	6.8	6.4	84.9
GUIDA CUCINA.....	100.0	31.6	3.7	7.5	18.6	1.8	2.9	13.1	15.6	68.4	1.6	5.7	5.6	87.1
GUIDA TV.....	100.0	27.5	3.3	6.6	16.1	1.5	2.7	11.3	13.5	72.5	1.3	4.9	5.1	88.6
INTIMITA'.....	100.0	26.6	3.2	6.5	15.6	1.3	2.3	10.9	13.4	73.4	1.1	4.4	4.6	89.9
INTREPIDO.....	100.0	28.1	3.5	7.1	16.0	1.5	2.7	12.2	13.1	71.9	1.5	5.8	5.9	86.7
IL MONDO.....	100.0	49.2	4.8	9.4	32.1	2.9	5.9	20.0	23.3	50.8	2.6	7.3	5.2	84.9
MONDO ECONOMICO.....	100.0	43.3	4.6	9.5	26.7	2.5	5.8	17.5	20.0	56.7	2.1	6.1	5.7	86.1
IL MONELLO.....	100.0	30.9	3.7	7.3	18.1	1.7	3.2	12.9	14.8	69.1	1.6	5.8	5.7	88.8
NOVELLA 2000.....	100.0	28.6	3.6	6.8	16.8	1.5	2.9	11.7	14.1	71.4	1.3	4.9	4.7	89.1
OGGI.....	100.0	30.8	3.4	7.1	18.4	1.9	2.8	12.6	15.4	69.2	1.4	4.9	5.0	88.8
ONDA TV.....	100.0	25.7	3.3	6.6	14.5	1.3	2.4	10.7	12.6	74.3	1.1	5.2	5.4	88.3
PANORAMA.....	100.0	38.7	4.1	8.4	23.9	2.3	4.5	15.7	18.5	61.3	2.0	6.3	5.6	86.1
RADIOCORRIERE TV.....	100.0	29.7	3.3	6.9	17.6	2.0	2.9	12.0	14.8	70.3	1.3	4.7	5.2	88.8
RAGAZZA IN.....	100.0	30.1	4.4	8.4	15.8	1.5	3.0	12.5	14.6	69.9	1.6	6.5	7.1	84.9
ROMBO.....	100.0	36.8	4.8	9.3	21.0	1.7	4.2	15.3	17.4	63.2	1.5	6.0	6.4	86.1
SORRISI E CANZONI TV.....	100.0	28.7	3.5	7.2	16.4	1.7	2.6	11.9	14.2	71.3	1.3	5.3	5.4	88.1
STARTER.....	100.0	27.2	3.6	7.4	15.2	1.0	2.9	11.8	12.5	72.8	1.4	6.7	5.6	86.3
STOP.....	100.0	24.3	2.7	5.5	14.7	1.4	2.2	9.4	12.7	75.7	.9	3.5	4.1	91.5
TELESETTE.....	100.0	27.4	3.1	6.7	15.9	1.6	2.5	11.3	13.6	72.6	1.3	5.0	5.2	88.5
TOPOLINO.....	100.0	34.1	4.1	8.0	20.3	1.7	3.3	14.3	16.5	65.9	1.9	6.2	5.8	86.2

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● possesso di un complesso HI-FI

(percentuali di penetrazione)

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso io	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	19.4	2.1	4.9	11.2	1.1	2.0	7.7	9.8	80.6	1.0	3.5	3.6	91.9
PERIODICI	100.0	25.9	2.8	6.4	15.4	1.3	2.7	10.5	12.7	74.1	1.4	4.6	4.4	89.7
SETTIMANALI	100.0	25.7	2.7	6.4	15.3	1.3	2.5	10.7	12.5	74.3	1.3	4.6	4.3	89.8
ALBO BLITZ.....	100.0	27.3	2.4	9.2	15.2	.4	11.6	7.6	8.0	72.7	2.0	8.8	5.6	83.6
AMICA.....	100.0	33.4	3.6	8.0	20.0	1.8	3.0	13.5	16.9	66.6	1.6	5.4	4.6	88.3
ANNA.....	100.0	31.5	3.4	7.5	19.0	1.7	2.8	13.0	15.7	68.5	1.5	5.0	4.2	89.3
AUTOSPRINT.....	100.0	31.9	3.1	9.6	18.2	.9	9.0	11.2	11.7	68.1	2.4	6.5	4.7	86.4
BELLA.....	100.0	28.3	3.2	6.9	16.9	1.3	2.1	12.0	14.2	71.7	1.2	4.3	4.2	90.3
CIAO 2001.....	100.0	29.0	2.6	8.7	17.0	.7	8.0	9.5	11.5	71.0	1.7	7.6	4.2	86.5
CONFIDENZE.....	100.0	23.3	2.6	5.7	13.9	1.1	1.7	9.6	11.9	76.7	1.0	4.1	4.0	90.9
DOLLY.....	100.0	25.6	3.3	6.3	14.9	1.1	1.8	10.3	13.5	74.4	1.2	5.5	4.3	89.0
DOMENICA DEL CORRIERE.....	100.0	24.9	2.6	6.1	14.6	1.6	3.7	9.4	11.8	75.1	1.3	3.5	3.9	91.3
DOMENICA QUIZ.....	100.0	31.3	3.1	7.1	19.5	1.5	6.2	11.3	13.8	68.7	2.2	6.2	4.9	86.8
EPOCA.....	100.0	32.8	3.4	7.5	19.7	2.1	5.2	13.1	14.5	67.2	1.8	4.4	4.3	89.5
L'ESPRESSO.....	100.0	36.4	3.7	8.7	22.4	1.6	7.0	14.1	15.3	63.6	2.9	6.5	4.8	85.8
EUROPEO.....	100.0	34.3	3.6	7.9	20.8	1.9	7.3	12.6	14.4	65.7	2.5	5.6	4.8	87.1
EVA EXPRESS.....	100.0	25.1	2.8	6.1	15.2	1.1	2.5	10.1	12.5	74.9	1.2	4.3	3.8	90.7
FAMIGLIA CRISTIANA.....	100.0	22.7	2.6	5.5	13.4	1.2	2.0	9.1	11.6	77.3	.9	3.2	3.7	92.1
GENTE.....	100.0	27.3	2.9	6.4	16.5	1.6	2.8	11.1	13.4	72.7	1.3	4.3	4.1	90.3
GIOIA.....	100.0	29.1	3.2	7.1	17.2	1.7	2.2	12.0	14.9	70.9	1.3	4.7	4.1	89.8
IL GIORNALINO.....	100.0	31.5	3.7	7.6	19.2	1.1	2.7	13.6	15.2	68.5	1.4	4.6	4.1	89.8
GRAND HOTEL.....	100.0	21.0	2.5	5.3	12.2	1.0	1.7	8.6	10.6	79.0	1.0	4.2	4.0	90.9
GRAZIA.....	100.0	31.8	3.4	7.4	19.3	1.8	2.8	13.3	15.7	68.2	1.5	5.0	4.3	89.1
GUERIN SPORTIVO.....	100.0	33.9	2.6	10.2	20.1	1.0	12.5	9.9	11.4	66.1	3.0	5.7	5.2	86.2
GUIDA CUCINA.....	100.0	29.0	3.4	6.9	17.4	1.4	2.7	12.0	14.3	71.0	1.6	5.5	4.8	88.1
GUIDA TV.....	100.0	24.2	2.6	5.9	14.5	1.1	3.1	9.7	11.3	75.8	1.2	4.3	4.1	90.5
INTIMITA'.....	100.0	24.2	2.8	6.0	14.4	1.0	1.9	10.0	12.3	75.8	1.0	3.9	3.9	91.2
INTREPIDO.....	100.0	24.4	2.6	7.0	14.1	.8	4.8	9.7	9.8	75.6	1.8	6.1	5.1	87.0
IL MONDO.....	100.0	47.5	4.6	12.2	28.8	1.9	13.2	17.0	17.4	52.5	3.2	7.0	4.7	85.1
MONDO ECONOMICO.....	100.0	42.0	3.4	11.4	25.0	2.1	11.8	15.0	15.1	58.0	2.3	5.4	4.4	87.9
IL MONELLO.....	100.0	27.0	3.0	7.1	15.8	1.0	4.8	10.5	11.6	73.0	1.7	5.7	4.8	87.7
NOVELLA 2000.....	100.0	25.1	3.0	6.1	15.0	1.1	3.0	9.9	12.2	74.9	1.1	4.4	3.9	90.6
OGGI.....	100.0	28.3	3.1	6.7	17.0	1.6	3.0	11.6	13.8	71.7	1.4	4.4	4.1	90.2
ONDA TV.....	100.0	22.7	2.7	5.8	13.4	.9	2.3	9.7	10.7	77.3	1.0	4.8	4.1	90.1
PANORAMA.....	100.0	36.4	3.8	8.7	22.2	1.7	6.4	14.1	15.9	63.6	2.7	6.2	4.9	86.1
RADIOCORRIERE TV.....	100.0	27.2	2.8	6.6	16.2	1.6	3.6	10.8	12.8	72.8	1.4	4.3	4.2	90.1
RAGAZZA IN.....	100.0	23.6	2.9	6.1	13.7	.9	1.6	9.8	12.2	76.4	1.0	5.2	4.3	89.6
ROMBO.....	100.0	34.0	3.3	11.3	18.7	.7	12.2	11.4	10.4	66.0	3.3	6.9	4.7	85.1
SORRISI E CANZONI TV.....	100.0	25.0	2.8	6.3	14.6	1.2	2.3	10.2	12.5	75.0	1.2	4.6	4.3	90.0
STARTER.....	100.0	25.7	2.0	10.3	13.2	.2	13.2	6.8	5.8	74.3	2.9	12.0	3.6	81.4
STOP.....	100.0	21.5	2.4	5.1	13.0	1.0	2.2	8.3	11.0	78.5	.8	2.9	3.3	93.0
TELESETTE.....	100.0	24.8	2.7	6.3	14.6	1.1	3.0	9.9	11.9	75.2	1.3	4.8	4.4	89.6
TOPOLINO.....	100.0	30.6	3.2	7.6	18.6	1.1	3.5	13.0	14.0	69.4	1.9	5.7	4.5	87.8

Adulti

Lettori ultimo periodo

analisi secondo: ● possesso di una autovettura piccola (fino a 1000 cc.)

(percentuali di penetrazione)

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso io	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	44.0	6.8	9.2	25.0	2.9	11.5	15.0	17.4	56.0	1.7	5.2	5.1	88.0
PERIODICI	100.0	47.3	7.7	10.4	26.7	2.5	12.2	16.7	18.3	52.7	2.1	6.2	5.1	86.6
SETTIMANALI	100.0	47.3	7.7	10.4	26.7	2.5	12.3	16.7	18.3	52.7	2.1	6.1	5.2	86.7
ALBO BLITZ.....	100.0	49.0	8.8	10.9	27.3	1.9	15.3	14.5	19.2	51.0	2.2	7.2	6.1	84.5
AMICA.....	100.0	50.9	8.2	12.3	27.7	2.7	11.7	18.3	21.0	49.1	2.2	6.1	5.2	86.5
ANNA.....	100.0	49.3	7.8	11.9	26.9	2.8	10.8	17.7	20.7	50.7	2.1	5.7	5.0	87.2
AUTOSPRINT.....	100.0	51.3	9.3	11.6	28.8	1.6	15.2	16.9	19.1	48.7	2.1	7.3	6.1	84.5
BELLA.....	100.0	48.8	7.8	11.2	26.9	2.8	9.8	18.1	20.9	51.2	2.1	5.5	4.6	87.8
CIAO 2001.....	100.0	52.7	9.2	11.8	28.9	2.9	8.1	14.2	30.4	47.3	2.6	7.6	7.3	82.6
CONFIDENZE.....	100.0	44.6	7.3	9.9	24.5	2.9	8.5	16.4	19.7	55.4	2.0	5.4	5.0	87.6
DOLLY.....	100.0	46.4	8.1	10.3	24.2	3.8	4.6	11.4	30.4	53.6	2.4	6.4	7.1	84.1
DOMENICA DEL CORRIERE.....	100.0	47.1	7.6	10.1	27.3	2.1	15.7	16.6	14.8	52.9	1.8	5.5	4.9	87.8
DOMENICA QUIZ.....	100.0	50.2	8.6	11.6	28.2	1.9	15.9	16.8	17.5	49.8	2.6	6.8	5.5	85.1
EPOCA.....	100.0	48.0	7.9	10.6	27.6	1.8	16.1	17.3	14.6	52.0	2.1	5.9	5.1	86.9
L'ESPRESSO.....	100.0	51.9	8.5	11.8	29.8	1.8	16.6	18.6	16.7	48.1	2.7	6.8	5.7	84.8
EUROPEO.....	100.0	50.4	8.2	11.3	29.0	1.8	17.0	18.0	15.3	49.6	2.4	6.5	5.5	85.5
EVA EXPRESS.....	100.0	46.6	7.7	10.7	25.8	2.4	10.7	16.5	19.4	53.4	2.1	5.8	5.0	87.2
FAMIGLIA CRISTIANA.....	100.0	46.0	7.3	9.6	26.6	2.5	11.6	16.1	18.3	54.0	1.7	5.2	4.7	88.4
GENTE.....	100.0	47.2	7.6	10.4	26.8	2.4	12.4	16.7	18.2	52.8	2.0	5.6	5.1	87.4
GIOIA.....	100.0	49.0	7.9	11.5	26.7	3.0	9.9	17.3	21.8	51.0	2.0	5.9	5.2	87.0
IL GIORNALINO.....	100.0	46.3	7.7	9.8	26.3	2.5	9.8	17.5	18.9	53.7	2.1	6.2	5.1	86.6
GRAND HOTEL.....	100.0	45.6	7.5	9.8	25.3	3.0	10.3	15.8	19.6	54.4	1.9	5.8	5.3	87.0
GRAZIA.....	100.0	49.7	8.1	11.9	27.1	2.7	11.2	17.8	20.6	50.3	2.1	5.8	4.9	87.2
GUERIN SPORTIVO.....	100.0	49.8	8.9	11.5	27.6	1.9	13.6	15.0	21.2	50.2	2.1	7.4	6.5	84.0
GUIDA CUCINA.....	100.0	51.4	8.0	11.8	28.5	3.0	11.3	19.1	20.9	48.6	2.3	5.9	5.4	86.5
GUIDA TV.....	100.0	45.1	7.5	9.8	25.5	2.3	11.8	15.4	17.9	54.9	2.0	5.9	5.3	86.8
INTIMITA'.....	100.0	44.9	7.4	9.9	25.0	2.6	9.1	16.9	19.0	55.1	1.9	5.4	4.6	88.1
INTREPIDO.....	100.0	47.6	8.0	10.5	26.9	2.2	13.7	14.9	19.0	52.4	2.2	7.1	6.3	84.4
IL MONDO.....	100.0	52.3	8.8	12.4	29.6	1.5	17.7	21.0	13.6	47.7	2.5	7.7	4.8	85.0
MONDO ECONOMICO.....	100.0	49.8	8.1	11.8	28.4	1.5	18.1	18.9	12.8	50.2	2.2	8.0	5.0	84.9
IL MONELLO.....	100.0	48.4	8.3	10.9	27.0	2.2	13.5	15.6	19.3	51.6	2.4	7.0	6.3	84.4
NOVELLA 2000.....	100.0	45.6	7.7	10.1	25.3	2.5	10.8	16.2	18.6	54.4	2.0	5.9	4.9	87.1
OGGI.....	100.0	47.2	7.6	10.4	26.8	2.3	12.8	16.9	17.5	52.8	2.0	5.7	5.1	87.3
ONDA TV.....	100.0	46.6	7.4	10.0	26.4	2.8	10.7	15.9	20.0	53.4	1.9	6.1	5.4	86.6
PANORAMA.....	100.0	52.4	8.8	12.1	29.8	1.8	15.8	18.9	17.8	47.6	2.6	6.8	5.7	84.9
RADIOCORRIERE TV.....	100.0	46.8	7.6	10.1	26.9	2.3	13.1	15.9	17.7	53.2	2.1	5.9	5.5	86.6
RAGAZZA IN.....	100.0	45.1	7.7	9.9	24.1	3.4	5.0	12.0	28.2	54.9	2.1	6.3	6.6	85.0
ROMBO.....	100.0	51.7	9.6	11.0	29.5	1.5	14.1	16.5	21.1	48.3	2.2	7.3	7.4	83.1
SORRISI E CANZONI TV.....	100.0	47.8	7.9	10.5	26.6	2.8	11.0	16.0	20.8	52.2	2.1	6.2	5.7	86.0
STARTER.....	100.0	53.1	9.8	11.6	29.8	1.9	14.5	15.1	23.5	46.9	2.3	7.6	6.7	83.5
STOP.....	100.0	42.2	7.1	9.1	23.9	2.1	10.3	15.0	16.9	57.8	1.6	5.0	4.4	89.0
TELESETTE.....	100.0	46.8	8.0	10.4	26.0	2.5	12.0	15.9	19.0	53.2	2.1	6.2	5.7	86.0
TOPOLINO.....	100.0	49.5	8.4	11.1	27.6	2.4	11.8	17.1	20.7	50.5	2.3	6.6	5.9	85.2

Uomini

Lettori ultimo periodo

analisi secondo: ● possesso di una autovettura piccola (fino a 1000 cc.)

(percentuali di penetrazione)

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	44.9	7.2	9.3	26.9	1.7	17.6	14.6	12.7	55.1	1.8	5.9	5.5	86.8
PERIODICI	100.0	47.2	7.7	10.1	28.1	1.3	17.3	15.9	14.0	52.8	2.1	7.0	5.7	85.3
SETTIMANALI	100.0	47.3	7.8	9.9	28.2	1.4	17.3	16.0	14.0	52.7	2.0	6.9	5.7	85.4
ALBO BLITZ.....	100.0	48.9	8.9	10.8	27.5	1.7	16.1	13.9	18.9	51.1	2.1	7.3	6.1	84.5
AMICA.....	100.0	49.5	8.5	10.9	28.6	1.4	17.5	17.6	14.4	50.5	2.1	7.1	5.8	85.0
ANNA.....	100.0	48.2	8.5	10.6	27.9	1.3	18.1	17.0	13.1	51.8	2.1	6.8	5.5	85.6
AUTOSPRINT.....	100.0	51.2	9.4	11.3	29.1	1.4	16.3	16.6	18.4	48.8	2.1	7.5	6.3	84.2
BELLA.....	100.0	46.9	7.9	10.0	27.6	1.4	17.7	16.3	12.8	53.1	1.9	6.2	5.2	86.7
CIAO 2001.....	100.0	55.0	10.0	12.1	31.2	1.6	10.9	16.0	28.1	45.0	2.7	8.1	7.0	82.2
CONFIDENZE.....	100.0	43.3	7.2	8.9	25.6	1.5	16.9	14.2	12.1	56.7	1.7	5.8	5.1	87.3
DOLLY.....	100.0	48.1	8.2	10.0	27.6	2.4	8.7	12.1	27.3	51.9	2.1	7.0	7.4	83.5
DOMENICA DEL CORRIERE.....	100.0	47.5	7.6	9.9	28.6	1.4	20.0	16.8	10.7	52.5	1.8	6.1	5.1	87.0
DOMENICA QUIZ.....	100.0	49.6	9.4	11.1	28.0	1.2	19.9	15.6	14.1	50.4	2.6	7.5	5.5	84.4
EPOCA.....	100.0	47.3	8.1	10.0	28.0	1.2	19.4	17.2	10.6	52.7	2.3	6.4	5.2	86.2
L'ESPRESSO.....	100.0	51.1	8.7	11.1	30.0	1.2	18.7	18.0	14.5	48.9	2.7	7.2	6.0	84.1
EUROPEO.....	100.0	50.0	8.5	10.9	29.2	1.3	18.8	17.8	13.3	50.0	2.4	7.0	5.7	84.9
EVA EXPRESS.....	100.0	47.1	8.4	10.2	27.3	1.2	17.7	15.6	13.8	52.9	2.1	7.0	5.5	85.4
FAMIGLIA CRISTIANA.....	100.0	46.3	7.4	9.4	28.1	1.5	17.3	15.9	13.1	53.7	1.7	5.9	5.1	87.2
GENTE.....	100.0	47.4	7.9	9.9	28.2	1.4	17.7	16.1	13.6	52.6	2.0	6.4	5.6	85.9
GIOIA.....	100.0	48.4	8.3	10.4	28.2	1.5	16.9	16.6	15.0	51.6	1.9	6.9	5.5	85.8
IL GIORNALINO.....	100.0	44.3	7.3	9.1	26.1	1.8	13.2	14.7	16.4	55.7	2.0	6.4	5.6	85.9
GRAND HOTEL.....	100.0	45.4	7.5	9.5	26.8	1.7	17.5	14.2	13.7	54.6	1.7	6.5	5.5	86.2
GRAZIA.....	100.0	48.5	8.5	10.4	28.2	1.4	17.4	17.3	13.8	51.5	2.1	6.7	5.4	85.8
GUERIN SPORTIVO.....	100.0	49.9	8.9	11.5	27.9	1.7	14.5	14.9	20.5	50.1	2.0	7.5	6.6	83.9
GUIDA CUCINA.....	100.0	49.2	8.4	10.7	28.8	1.3	20.1	16.2	12.9	50.8	2.1	6.8	5.7	85.4
GUIDA TV.....	100.0	44.9	7.6	9.4	26.4	1.5	16.2	14.7	14.0	55.1	1.9	6.4	5.6	86.1
INTIMITA'.....	100.0	44.7	7.5	9.3	26.6	1.3	18.2	15.1	11.5	55.3	1.8	6.3	5.0	86.9
INTREPIDO.....	100.0	47.2	8.1	10.3	27.1	1.8	15.1	14.1	18.0	52.8	2.1	7.3	6.5	84.1
IL MONDO.....	100.0	51.5	9.0	11.9	29.4	1.2	18.2	21.0	12.3	48.5	2.7	7.8	4.8	84.7
MONDO ECONOMICO.....	100.0	49.5	8.1	11.5	28.7	1.1	19.8	19.2	10.5	50.5	2.2	8.4	4.9	84.6
IL MONELLO.....	100.0	48.1	8.5	10.6	27.5	1.5	15.7	14.8	17.6	51.9	2.3	7.3	6.5	83.9
NOVELLA 2000.....	100.0	45.5	7.9	9.5	26.7	1.4	17.2	14.6	13.6	54.5	1.9	6.7	5.5	85.9
OGGI.....	100.0	46.9	7.8	9.9	27.9	1.3	18.0	16.2	12.7	53.1	2.0	6.5	5.5	86.1
ONDA TV.....	100.0	46.1	7.2	9.7	27.4	1.8	15.6	14.7	15.8	53.9	1.9	6.5	5.6	86.0
PANORAMA.....	100.0	52.0	9.2	11.5	30.2	1.1	17.8	18.6	15.6	48.0	2.6	7.3	6.1	84.0
RADIOCORRIERE TV.....	100.0	46.8	7.9	9.7	27.7	1.5	17.0	15.3	14.5	53.2	2.2	6.4	5.8	85.7
RAGAZZA IN.....	100.0	45.5	7.6	9.6	25.9	2.4	9.2	11.3	24.9	54.5	1.8	6.6	6.8	84.8
ROMBO.....	100.0	51.9	9.7	11.0	29.7	1.4	14.6	16.6	20.6	48.1	2.1	7.4	7.5	83.1
SORRISI E CANZONI TV.....	100.0	47.7	8.1	10.2	27.8	1.6	16.0	14.9	16.7	52.3	2.0	6.9	6.2	84.9
STARTER.....	100.0	53.2	9.8	11.6	30.0	1.8	14.9	14.8	23.5	46.8	2.2	7.7	6.8	83.3
STOP.....	100.0	43.3	7.2	9.0	25.8	1.2	17.0	14.5	11.8	56.7	1.6	6.0	4.8	87.7
TELESETTE.....	100.0	47.0	8.4	10.1	26.8	1.6	16.1	15.0	15.8	53.0	2.1	6.9	6.0	85.0
TOPOLINO.....	100.0	48.5	8.5	10.4	28.0	1.6	14.7	15.5	18.2	51.5	2.3	7.0	6.3	84.5

Donne

Lettori ultimo periodo

analisi secondo: ● possesso di una autovettura piccola (fino a 1000 cc.)

(percentuali di penetrazione)

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso to	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	43.1	6.5	9.2	23.3	4.1	5.9	15.4	21.8	56.9	1.7	4.5	4.6	89.1
PERIODICI	100.0	47.3	7.6	10.7	25.4	3.5	7.5	17.5	22.4	52.7	2.1	5.4	4.6	87.9
SETTIMANALI	100.0	47.4	7.7	10.8	25.4	3.5	7.8	17.4	22.2	52.6	2.1	5.4	4.7	87.8
ALBO BLITZ.....	100.0	50.4	8.3	12.4	25.4	4.3	8.8	19.3	22.3	49.6	2.8	6.7	6.2	84.3
AMICA.....	100.0	51.3	8.1	12.7	27.5	3.1	10.2	18.4	22.7	48.7	2.2	5.8	5.0	86.9
ANNA.....	100.0	49.5	7.6	12.1	26.7	3.0	9.4	17.9	22.3	50.5	2.1	5.5	4.8	87.5
AUTOSPRINT.....	100.0	51.6	8.5	12.7	27.1	3.2	9.2	18.8	23.5	48.4	2.4	6.2	5.2	86.3
BELLA.....	100.0	49.1	7.8	11.5	26.8	3.1	8.5	18.4	22.2	50.9	2.1	5.4	4.5	88.0
CIAO 2001.....	100.0	50.1	8.2	11.4	26.2	4.3	4.8	12.2	33.2	49.9	2.5	7.0	7.6	82.9
CONFIDENZE.....	100.0	44.9	7.4	10.2	24.3	3.1	6.7	16.9	21.4	55.1	2.0	5.3	5.0	87.7
DOLLY.....	100.0	45.9	8.1	10.4	23.2	4.2	3.5	11.2	31.2	54.1	2.5	6.3	7.0	84.2
DOMENICA DEL CORRIERE.....	100.0	46.4	7.4	10.4	25.1	3.4	8.4	16.1	21.9	53.6	1.8	4.5	4.5	89.2
DOMENICA QUIZ.....	100.0	51.1	7.5	12.3	28.4	2.9	10.0	18.7	22.4	48.9	2.6	5.8	5.5	86.1
EPOCA.....	100.0	49.2	7.7	11.7	27.0	2.9	10.6	17.3	21.3	50.8	1.9	5.1	5.0	88.0
L'ESPRESSO.....	100.0	53.5	8.0	13.2	29.4	2.9	12.7	19.8	21.1	46.5	2.7	6.0	5.1	86.1
EUROPEO.....	100.0	51.6	7.5	12.4	28.6	3.0	12.1	18.6	20.9	48.4	2.4	5.4	5.1	87.1
EVA EXPRESS.....	100.0	46.4	7.4	10.9	25.2	2.9	7.7	16.8	21.8	53.6	2.0	5.3	4.7	88.0
FAMIGLIA CRISTIANA.....	100.0	45.7	7.2	9.8	25.3	3.5	6.4	16.2	23.1	54.3	1.7	4.6	4.3	89.4
GENTE.....	100.0	47.0	7.3	10.7	25.9	3.2	8.5	17.1	21.4	53.0	2.0	4.9	4.7	88.4
GIOIA.....	100.0	49.2	7.8	11.7	26.4	3.3	8.3	17.5	23.4	50.8	2.0	5.7	5.1	87.2
IL GIORNALINO.....	100.0	48.0	8.1	10.3	26.5	3.0	6.9	20.0	21.1	52.0	2.2	6.0	4.7	87.2
GRAND HOTEL.....	100.0	45.7	7.5	10.0	24.4	3.8	5.5	16.8	23.3	54.3	2.0	5.3	5.2	87.5
GRAZIA.....	100.0	50.0	7.9	12.2	26.8	3.0	9.6	17.9	22.5	50.0	2.1	5.6	4.8	87.5
GUERIN SPORTIVO.....	100.0	49.0	8.9	11.4	24.7	4.0	6.0	15.7	27.3	51.0	2.4	6.4	6.2	84.9
GUIDA CUCINA.....	100.0	52.0	7.8	12.1	28.4	3.5	8.9	19.9	23.2	48.0	2.4	5.6	5.3	86.7
GUIDA TV.....	100.0	45.4	7.2	10.2	24.6	3.3	6.6	16.3	22.5	54.6	2.1	5.4	5.0	87.5
INTIMITA'.....	100.0	45.0	7.4	10.0	24.6	2.9	6.8	17.3	20.9	55.0	1.9	5.2	4.5	88.4
INTREPIDO.....	100.0	49.2	7.9	11.3	26.1	3.9	7.8	18.3	23.1	50.8	2.5	6.3	5.7	85.5
IL MONDO.....	100.0	55.8	8.0	15.0	30.3	2.4	15.3	21.1	19.4	44.2	2.0	6.9	4.9	86.1
MONDO ECONOMICO.....	100.0	51.4	8.3	13.3	28.6	3.1	10.6	17.8	23.0	48.6	2.1	6.1	5.2	86.6
IL MONELLO.....	100.0	49.2	7.9	11.7	25.8	3.7	8.3	17.4	23.4	50.8	2.5	6.3	5.7	85.5
NOVELLA 2000.....	100.0	45.6	7.6	10.4	24.6	3.0	7.3	17.0	21.3	54.4	2.1	5.5	4.7	87.8
OGGI.....	100.0	47.5	7.5	10.9	26.0	3.2	8.5	17.5	21.5	52.5	2.0	5.0	4.7	88.2
ONDA TV.....	100.0	47.1	7.6	10.3	25.3	3.8	5.8	17.1	24.3	52.9	2.0	5.6	5.2	87.2
PANORAMA.....	100.0	53.2	8.0	13.2	29.1	2.9	12.0	19.4	21.8	46.8	2.5	5.9	5.1	86.5
RADIOCORRIERE TV.....	100.0	46.8	7.1	10.6	25.7	3.4	7.9	16.7	22.2	53.2	1.9	5.1	5.0	87.9
RAGAZZA IN.....	100.0	45.0	7.7	9.9	23.5	3.8	3.4	12.2	29.4	55.0	2.2	6.1	6.6	85.1
ROMBO.....	100.0	50.1	8.6	11.5	26.9	3.1	8.8	14.5	26.8	49.9	2.6	7.0	6.3	84.1
SORRISI E CANZONI TV.....	100.0	47.9	7.8	10.8	25.5	3.8	6.6	16.9	24.4	52.1	2.1	5.7	5.3	86.9
STARTER.....	100.0	51.9	8.4	12.8	27.5	3.3	8.6	19.2	24.2	48.1	2.6	5.8	4.7	87.0
STOP.....	100.0	41.6	7.0	9.1	22.8	2.6	6.5	15.2	19.9	58.4	1.6	4.4	4.3	89.7
TELESETTE.....	100.0	46.7	7.5	10.6	24.9	3.6	6.6	16.9	23.1	53.3	2.1	5.5	5.2	87.3
TOPOLINO.....	100.0	50.7	8.3	12.0	27.1	3.3	8.2	18.9	23.6	49.3	2.4	6.2	5.3	86.0

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● possesso di una autovettura piccola (fino a 1000 cc.)

(percentuali di penetrazione)

	Totale	POSSESSORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSESSORI	INTENZIONE D'ACQUISTO			
			1985/1986	1983/1984	prima del 1983	non ricordo	deciso	deciso insieme	deciso altri		certainente si	probabilmente si	non so	no
TOTALE	100.0	40.3	6.2	8.1	22.7	3.2	6.9	16.3	17.1	59.7	1.6	3.7	3.8	90.9
PERIODICI	100.0	45.6	7.7	9.6	25.5	2.8	9.0	19.1	17.5	54.4	1.9	4.5	3.7	89.9
SETTIMANALI	100.0	45.4	7.6	9.6	25.4	2.9	9.2	19.1	17.2	54.6	1.8	4.3	3.7	90.1
ALBO BLITZ.....	100.0	44.4	9.2	8.3	24.7	2.2	17.4	16.2	10.9	55.6	3.0	5.9	4.1	87.0
AMICA.....	100.0	49.8	7.8	11.8	27.5	2.6	10.9	20.7	18.2	50.2	2.0	4.5	4.1	89.4
ANNA.....	100.0	47.8	7.2	11.4	26.7	2.5	9.9	19.9	18.0	52.2	1.8	4.3	4.0	89.9
AUTOSPRINT.....	100.0	48.0	8.5	10.9	26.4	2.1	15.3	18.5	14.1	52.0	2.3	5.1	4.1	88.5
BELLA.....	100.0	47.7	7.5	10.8	26.9	2.5	9.0	20.3	18.4	52.3	1.9	4.5	3.7	89.9
CIAO 2001.....	100.0	42.6	7.7	9.2	23.5	2.2	14.0	15.4	13.2	57.4	3.0	5.2	3.9	87.8
CONFIDENZE.....	100.0	43.4	7.2	9.4	24.1	2.7	7.3	18.7	17.5	56.6	1.8	4.4	4.0	89.8
DOLLY.....	100.0	49.6	9.7	10.4	26.3	3.2	6.9	21.5	21.3	50.4	2.8	5.2	4.3	87.7
DOMENICA DEL CORRIERE.....	100.0	43.7	7.4	9.0	24.6	2.8	10.7	16.4	16.5	56.3	1.6	3.4	3.8	91.3
DOMENICA QUIZ.....	100.0	47.5	7.7	10.4	27.2	2.1	12.9	19.0	15.6	52.5	2.6	4.4	4.3	88.6
EPOCA.....	100.0	46.2	7.6	10.1	26.3	2.2	13.2	17.8	15.1	53.8	1.8	3.9	4.2	90.2
L'ESPRESSO.....	100.0	49.6	7.7	10.9	29.0	2.0	16.3	20.0	13.3	50.4	2.6	4.4	4.4	88.6
EUROPEO.....	100.0	47.3	7.5	10.1	27.5	2.3	15.6	17.8	13.9	52.7	2.2	3.8	4.4	89.6
EVA EXPRESS.....	100.0	44.2	7.2	9.9	24.7	2.4	8.4	18.7	17.2	55.8	1.7	4.3	3.6	90.4
FAMIGLIA CRISTIANA.....	100.0	43.4	6.9	8.9	24.8	2.8	8.0	17.2	18.2	56.6	1.5	3.8	3.4	91.2
GENTE.....	100.0	44.6	7.2	9.5	25.4	2.6	9.7	18.1	16.7	55.4	1.7	3.9	3.9	90.4
GIOIA.....	100.0	47.8	7.5	10.9	26.6	2.8	9.0	20.0	18.8	52.2	1.8	4.5	4.0	89.7
IL GIORNALINO.....	100.0	49.3	8.4	10.2	28.1	2.6	10.4	23.3	15.6	50.7	2.1	5.1	3.9	88.8
GRAND HOTEL.....	100.0	44.3	7.4	9.1	24.6	3.2	6.2	19.1	18.9	55.7	1.7	4.4	4.2	89.7
GRAZIA.....	100.0	47.7	7.5	11.1	26.7	2.4	10.5	19.8	17.5	52.3	1.8	4.2	3.9	90.1
GUERIN SPORTIVO.....	100.0	48.4	10.8	9.2	26.2	2.2	18.1	17.5	12.7	51.6	2.6	5.5	4.5	87.4
GUIDA CUCINA.....	100.0	50.7	7.7	11.3	28.8	3.0	10.0	22.0	18.7	49.3	2.3	4.5	4.4	88.7
GUIDA TV.....	100.0	43.2	7.3	8.9	24.3	2.6	8.6	18.2	16.4	56.8	1.8	4.2	3.8	90.2
INTIMITA'.....	100.0	43.8	7.2	9.4	24.7	2.6	7.3	18.9	17.5	56.2	1.6	4.5	3.8	90.1
INTREPIDO.....	100.0	46.8	8.1	9.8	26.0	2.9	11.6	19.9	15.3	53.2	2.6	5.2	4.5	87.6
IL MONDO.....	100.0	49.7	7.7	12.8	27.7	1.6	20.1	19.4	10.2	50.3	1.8	4.5	4.4	89.3
MONDO ECONOMICO.....	100.0	46.3	8.4	10.4	25.2	2.3	16.1	18.0	12.2	53.7	1.6	4.2	4.2	90.0
IL MONELLO.....	100.0	46.6	7.8	10.2	25.9	2.7	10.9	19.6	16.1	53.4	2.4	4.9	4.3	88.4
NOVELLA 2000.....	100.0	44.1	7.3	9.7	24.6	2.5	8.5	18.9	16.7	55.9	1.8	4.4	3.7	90.0
OGGI.....	100.0	45.4	7.3	9.8	25.7	2.5	9.9	18.6	16.9	54.6	1.8	4.1	4.0	90.2
ONDA TV.....	100.0	46.2	7.8	9.5	25.8	3.2	8.1	20.3	17.8	53.8	2.0	4.7	4.0	89.3
PANORAMA.....	100.0	49.9	7.8	11.1	29.0	2.1	15.3	20.1	14.5	50.1	2.4	4.3	4.3	89.1
RADIOCORRIERE TV.....	100.0	44.1	6.9	9.1	25.5	2.6	9.7	17.9	16.5	55.9	1.8	4.1	4.2	90.0
RAGAZZA IN.....	100.0	48.1	8.8	10.7	25.6	3.1	6.9	21.4	19.9	51.9	2.4	5.4	4.4	87.9
ROMBO.....	100.0	45.5	7.7	10.7	25.8	1.3	19.1	15.4	10.9	54.5	2.3	6.3	4.3	87.1
SORRISI E CANZONI TV.....	100.0	46.8	7.8	9.9	26.1	3.0	7.9	19.9	18.9	53.2	1.9	4.6	4.1	89.3
STARTER.....	100.0	41.7	8.1	8.2	24.2	1.3	20.8	12.8	8.0	58.3	2.9	6.9	2.5	87.7
STOP.....	100.0	39.0	6.7	8.2	21.8	2.3	7.1	16.3	15.7	61.0	1.2	3.7	3.2	91.9
TELESETTE.....	100.0	45.7	7.6	9.7	25.4	2.9	8.5	19.6	17.6	54.3	1.9	4.4	4.1	89.6
TOPOLINO.....	100.0	50.4	8.3	11.5	28.1	2.6	11.0	22.7	16.7	49.6	2.5	4.9	4.2	88.5

Adulti

Lettori ultimo periodo

analisi secondo: ● possesso di una autovettura media (da 1000 a 1500 cc.)

(percentuali di penetrazione)

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso io	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	42.1	7.6	9.7	22.6	2.3	10.5	15.8	15.9	57.9	1.6	4.9	4.8	88.7
PERIODICI	100.0	47.3	8.8	11.3	25.3	1.9	11.7	18.3	17.4	52.7	2.0	5.7	5.2	87.1
SETTIMANALI	100.0	47.3	8.8	11.2	25.4	1.8	11.2	18.5	17.7	52.7	2.0	5.7	5.2	87.1
ALBO BLITZ.....	100.0	50.3	10.4	12.2	25.8	1.9	16.7	16.6	17.1	49.7	2.3	7.6	5.4	84.7
AMICA.....	100.0	50.0	9.4	12.4	26.0	2.3	7.4	19.9	22.7	50.0	2.3	5.3	5.5	86.9
ANNA.....	100.0	48.9	9.1	12.0	25.4	2.3	6.5	19.8	22.6	51.1	2.0	4.9	5.3	87.8
AUTOSPRINT.....	100.0	52.9	10.8	12.8	27.7	1.6	17.9	18.2	16.7	47.1	2.6	7.7	5.6	84.1
BELLA.....	100.0	48.5	8.9	11.8	25.6	2.3	5.6	20.5	22.4	51.5	1.7	4.8	4.9	88.6
CIAO 2001.....	100.0	51.5	10.8	12.0	26.1	2.7	7.5	15.6	28.4	48.5	2.0	7.6	6.8	83.7
CONFIDENZE.....	100.0	44.6	7.9	10.6	24.0	2.2	5.4	18.7	20.6	55.4	1.6	4.7	4.8	88.9
DOLLY.....	100.0	49.0	8.8	10.6	25.8	3.8	3.0	14.2	31.8	51.0	2.0	6.6	6.6	84.7
DOMENICA DEL CORRIERE.....	100.0	47.0	8.4	10.9	25.8	1.8	16.2	17.2	13.6	53.0	1.9	5.3	5.0	87.8
DOMENICA QUIZ.....	100.0	48.5	9.2	12.5	25.2	1.7	14.3	17.6	16.6	51.5	1.9	5.9	5.6	86.5
EPOCA.....	100.0	48.9	8.5	11.9	26.7	1.8	16.9	18.3	13.7	51.1	2.4	5.6	5.2	86.8
L'ESPRESSO.....	100.0	50.3	9.6	12.6	26.6	1.6	16.5	19.2	14.7	49.7	2.7	6.3	5.6	85.4
EUROPEO.....	100.0	50.1	9.2	12.3	26.9	1.7	18.4	18.4	13.3	49.9	2.6	6.2	5.5	85.7
EVA EXPRESS.....	100.0	46.7	8.8	11.3	24.6	2.1	8.6	18.3	19.8	53.3	1.8	5.1	4.8	88.2
FAMIGLIA CRISTIANA.....	100.0	46.7	8.3	10.6	25.5	2.2	11.3	17.7	17.7	53.3	1.5	5.0	4.8	88.6
GENTE.....	100.0	46.9	8.4	11.2	25.2	2.1	10.7	18.2	18.0	53.1	2.0	5.2	5.2	87.6
GIOIA.....	100.0	48.8	8.9	11.9	25.7	2.4	6.3	19.3	23.2	51.2	1.9	5.2	5.3	87.6
IL GIORNALINO.....	100.0	50.3	8.9	12.2	27.0	2.1	9.4	20.2	20.7	49.7	1.9	5.1	5.1	87.8
GRAND HOTEL.....	100.0	45.3	8.1	10.5	24.3	2.4	8.9	17.4	19.0	54.7	1.6	5.3	5.0	88.1
GRAZIA.....	100.0	49.0	9.3	11.9	25.6	2.2	7.4	19.5	22.1	51.0	2.0	5.2	5.3	87.5
GUERIN SPORTIVO.....	100.0	51.9	10.0	13.2	26.7	2.0	16.0	17.1	18.8	48.1	2.4	7.5	6.0	84.0
GUIDA CUCINA.....	100.0	50.0	9.3	12.3	26.1	2.3	7.3	21.1	21.5	50.0	2.0	5.5	5.2	87.3
GUIDA TV.....	100.0	46.0	8.5	10.6	24.8	2.1	11.6	17.2	17.3	54.0	1.8	5.7	5.0	87.5
INTIMITA'.....	100.0	45.3	7.9	10.7	24.5	2.1	6.2	19.1	19.9	54.7	1.6	4.6	4.6	89.2
INTREPIDO.....	100.0	48.8	9.5	11.4	25.8	2.0	14.9	16.7	17.2	51.2	2.1	7.2	5.7	84.9
IL MONDO.....	100.0	51.0	10.0	14.6	25.3	1.1	21.0	19.1	10.9	49.0	3.9	6.5	5.1	84.5
MONDO ECONOMICO.....	100.0	50.9	9.4	14.0	26.3	1.2	22.0	18.4	10.5	49.1	3.3	6.4	5.2	85.1
IL MONELLO.....	100.0	48.9	9.5	12.1	25.3	1.9	13.9	17.3	17.7	51.1	2.1	7.0	5.8	85.1
NOVELLA 2000.....	100.0	46.6	8.7	11.2	24.7	2.1	9.2	18.2	19.2	53.4	1.8	5.2	4.8	88.1
OGGI.....	100.0	47.5	8.6	11.4	25.4	2.0	11.5	18.5	17.4	52.5	2.0	5.3	5.2	87.4
ONDA TV.....	100.0	46.7	8.6	10.9	24.9	2.3	10.4	17.2	19.1	53.3	1.9	5.9	5.0	87.2
PANORAMA.....	100.0	51.4	9.9	13.0	26.9	1.6	15.8	19.5	16.1	48.6	2.6	6.5	5.7	85.3
RADIOCORRIERE TV.....	100.0	47.0	8.7	10.8	25.3	2.1	12.8	17.3	16.8	53.0	2.1	5.7	5.3	87.0
RAGAZZA IN.....	100.0	48.6	8.8	10.9	25.4	3.6	3.8	14.6	30.1	51.4	1.9	6.7	6.5	84.9
ROMBO.....	100.0	53.7	11.9	12.6	27.7	1.5	17.7	17.6	18.4	46.3	2.7	7.9	5.8	83.7
SORRISI E CANZONI TV.....	100.0	48.4	9.0	11.5	25.6	2.3	10.1	18.0	20.3	51.6	1.9	6.1	5.4	86.6
STARTER.....	100.0	53.7	12.1	13.5	26.4	1.8	17.0	16.5	20.3	46.3	2.5	8.4	6.2	82.9
STOP.....	100.0	42.7	7.7	9.9	23.1	1.9	9.1	16.2	17.3	57.3	1.4	4.4	4.3	89.9
TELESETTE.....	100.0	47.0	9.0	11.0	24.9	2.1	11.6	17.4	18.0	53.0	2.0	6.2	5.3	86.6
TOPOLINO.....	100.0	51.2	9.9	12.3	26.9	2.2	11.4	19.3	20.6	48.8	2.2	6.3	5.7	85.8

Lettori ultimo periodo

analisi secondo: ● possesso di una autovettura media (da 1000 a 1500 cc.)

(percentuali di penetrazione)

	Totale	POSSES-SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES-SORI	INTENZIONE D'ACQUISTO			
			1985/1986	1983/1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certa-mente si	probabil-mente si	non so	no
TOTALE	100.0	44.0	8.2	10.0	24.2	1.6	19.7	14.7	9.5	56.0	1.9	6.0	4.9	87.2
PERIODICI	100.0	49.5	9.5	11.7	27.0	1.2	21.8	16.7	11.0	50.5	2.3	7.2	5.3	85.1
SETTIMANALI	100.0	49.5	9.4	11.6	27.2	1.2	21.4	16.6	11.5	50.5	2.4	7.2	5.3	85.1
ALBO BLITZ.....	100.0	50.7	10.5	12.3	25.9	1.9	18.3	16.1	16.3	49.3	2.3	7.9	5.4	84.4
AMICA.....	100.0	51.1	9.5	13.0	27.2	1.3	22.8	17.2	11.1	48.9	3.1	7.2	5.5	84.3
ANNA.....	100.0	50.5	9.3	13.0	27.0	1.3	23.0	17.4	10.1	49.5	2.7	6.9	5.1	85.3
AUTOSPRINT.....	100.0	53.2	11.1	12.8	27.9	1.4	20.6	17.5	15.1	46.8	2.8	8.2	5.6	83.5
BELLA.....	100.0	49.9	9.3	11.9	27.5	1.3	22.7	17.0	10.3	50.1	2.2	6.6	4.8	86.3
CIAO 2001.....	100.0	54.0	11.4	13.3	27.0	2.3	12.9	16.5	24.6	46.0	2.1	9.5	6.8	81.7
CONFIDENZE.....	100.0	46.8	8.6	10.3	26.5	1.5	21.1	15.7	10.0	53.2	1.9	6.2	4.7	87.2
DOLLY.....	100.0	51.2	10.4	11.3	27.1	2.5	10.5	14.9	25.9	48.8	2.3	8.8	6.5	82.5
DOMENICA DEL CORRIERE.....	100.0	48.3	8.7	11.1	27.2	1.3	24.0	16.7	7.6	51.7	2.2	6.2	4.9	86.6
DOMENICA QUIZ.....	100.0	48.9	9.2	12.4	25.9	1.3	22.1	15.9	10.9	51.1	1.9	6.8	5.3	86.1
EPOCA.....	100.0	50.0	8.3	12.3	28.1	1.2	25.1	17.6	7.3	50.0	2.8	6.4	5.0	85.9
L'ESPRESSO.....	100.0	50.6	9.5	12.9	27.0	1.2	22.6	17.9	10.1	49.4	2.9	7.0	5.7	84.4
EUROPEO.....	100.0	50.6	9.2	12.6	27.4	1.4	23.7	17.5	9.4	49.4	2.8	6.8	5.5	85.0
EVA EXPRESS.....	100.0	50.3	10.1	12.3	26.7	1.2	22.5	16.7	11.2	49.7	2.2	7.4	5.1	85.3
FAMIGLIA CRISTIANA.....	100.0	48.4	9.2	10.8	27.0	1.4	21.4	16.8	10.2	51.6	1.7	6.2	4.9	87.2
GENTE.....	100.0	48.7	8.8	11.6	27.0	1.4	21.6	16.5	10.6	51.3	2.5	6.6	5.4	85.6
GIOIA.....	100.0	50.7	9.8	12.4	27.0	1.5	21.7	17.1	11.9	49.3	2.6	7.0	5.1	85.3
IL GIORNALINO.....	100.0	51.7	9.5	12.4	28.0	1.8	17.9	17.1	16.8	48.3	2.2	5.6	5.9	86.3
GRAND HOTEL.....	100.0	46.9	9.0	10.6	25.6	1.7	20.2	15.3	11.4	53.1	1.7	6.7	4.9	86.7
GRAZIA.....	100.0	50.8	9.3	12.8	27.4	1.3	22.6	17.5	10.7	49.2	2.7	6.8	5.2	85.3
GUERIN SPORTIVO.....	100.0	52.0	10.0	13.3	26.8	1.9	17.7	17.0	17.4	48.0	2.4	7.8	6.0	83.7
GUIDA CUCINA.....	100.0	51.4	9.5	12.7	27.7	1.5	24.3	17.6	9.5	48.6	2.7	7.0	5.2	85.1
GUIDA TV.....	100.0	47.8	9.2	11.0	25.9	1.6	19.8	16.1	11.8	52.2	2.1	6.7	5.2	86.1
INTIMITA'.....	100.0	48.7	9.2	11.1	27.0	1.4	22.9	16.3	9.5	51.3	1.9	6.6	4.6	86.9
INTREPIDO.....	100.0	49.4	9.9	11.5	26.1	1.9	18.0	15.8	15.5	50.6	2.2	7.7	5.8	84.3
IL MONDO.....	100.0	50.8	9.8	15.1	25.0	.8	24.6	18.5	7.6	49.2	4.3	6.8	4.8	84.0
MONDO ECONOMICO.....	100.0	50.8	9.3	14.5	26.2	.8	26.1	18.0	6.7	49.2	3.5	6.7	5.0	84.7
IL MONELLO.....	100.0	49.9	9.9	12.5	25.8	1.7	18.7	16.6	14.6	50.1	2.2	7.8	5.8	84.2
NOVELLA 2000.....	100.0	49.6	9.8	11.7	26.5	1.5	21.8	16.2	11.6	50.4	2.2	7.1	4.9	85.8
OGGI.....	100.0	48.7	8.8	11.7	26.8	1.3	22.2	16.8	9.7	51.3	2.4	6.6	5.3	85.7
ONDA TV.....	100.0	48.9	9.8	11.3	26.1	1.7	18.9	16.0	14.0	51.1	2.2	7.0	5.2	85.6
PANORAMA.....	100.0	51.8	9.8	13.5	27.2	1.3	22.2	18.4	11.2	48.2	2.8	7.2	5.8	84.2
RADIOCORRIERE TV.....	100.0	48.4	9.2	11.0	26.6	1.6	20.3	16.4	11.7	51.6	2.3	6.6	5.3	85.8
RAGAZZA IN.....	100.0	51.3	10.3	12.1	26.6	2.3	11.8	14.5	25.0	48.7	2.2	7.7	6.1	83.9
ROMBO.....	100.0	53.8	12.1	12.6	27.8	1.3	19.0	17.5	17.3	46.2	2.7	8.1	5.8	83.4
SORRISI E CANZONI TV.....	100.0	49.9	9.9	11.8	26.6	1.6	19.4	16.6	14.0	50.1	2.2	7.5	5.5	84.8
STARTER.....	100.0	54.0	12.2	13.6	26.4	1.8	17.9	16.2	19.9	46.0	2.5	8.6	6.3	82.6
STOP.....	100.0	47.3	9.0	10.7	26.3	1.2	21.5	15.9	9.9	52.7	1.8	6.4	4.3	87.5
TELESETTE.....	100.0	48.6	9.8	11.4	25.8	1.6	19.2	16.3	13.2	51.4	2.2	7.4	5.4	85.0
TOPOLINO.....	100.0	52.4	10.4	12.6	27.7	1.7	18.8	17.4	16.2	47.6	2.4	7.1	6.0	84.5

Donne

Lettori ultimo periodo

analisi secondo: ● possesso di una autovettura media (da 1000 a 1500 cc.)

(percentuali di penetrazione)

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso io	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	40.4	7.0	9.3	21.2	2.9	1.9	16.7	21.8	59.6	1.4	3.8	4.7	90.1
PERIODICI	100.0	45.2	8.2	10.8	23.7	2.5	2.2	19.7	23.3	54.8	1.7	4.3	5.0	88.9
SETTIMANALI	100.0	45.4	8.3	10.9	23.9	2.3	2.1	20.1	23.3	54.6	1.7	4.3	5.1	88.9
ALBO BLITZ.....	100.0	46.8	9.3	11.2	24.3	2.0	2.6	20.4	23.8	53.2	1.8	5.0	5.7	87.4
AMICA.....	100.0	49.8	9.4	12.3	25.6	2.5	3.5	20.6	25.7	50.2	2.1	4.8	5.5	87.6
ANNA.....	100.0	48.6	9.1	11.9	25.1	2.6	3.2	20.3	25.0	51.4	1.9	4.6	5.3	88.3
AUTOSPRINT.....	100.0	50.8	9.4	12.5	26.5	2.5	3.0	22.2	25.7	49.2	2.0	5.2	5.3	87.6
BELLA.....	100.0	48.3	8.8	11.8	25.2	2.4	2.9	21.0	24.4	51.7	1.6	4.5	4.9	89.0
CIAO 2001.....	100.0	48.8	10.0	10.5	25.1	3.1	1.5	14.5	32.8	51.2	2.0	5.4	6.8	85.9
CONFIDENZE.....	100.0	44.2	7.7	10.6	23.5	2.4	2.0	19.3	22.8	55.8	1.6	4.4	4.8	89.2
DOLLY.....	100.0	48.4	8.3	10.4	25.4	4.2	1.0	14.0	33.4	51.6	1.9	6.1	6.6	85.4
DOMENICA DEL CORRIERE.....	100.0	44.7	8.0	10.5	23.5	2.8	2.8	18.0	23.9	55.3	1.4	3.8	5.0	89.8
DOMENICA QUIZ.....	100.0	47.9	9.1	12.5	24.1	2.3	2.8	20.1	25.0	52.1	1.9	4.7	6.1	87.3
EPOCA.....	100.0	47.2	8.8	11.3	24.4	2.7	3.5	19.4	24.4	52.8	1.8	4.3	5.7	88.2
L'ESPRESSO.....	100.0	49.6	9.8	11.8	25.8	2.2	4.4	21.5	23.7	50.4	2.2	5.0	5.5	87.3
EUROPEO.....	100.0	48.7	9.3	11.4	25.5	2.4	4.0	20.9	23.9	51.3	2.0	4.7	5.4	87.8
EVA EXPRESS.....	100.0	45.2	8.2	10.9	23.7	2.5	2.5	19.0	23.6	54.8	1.6	4.1	4.7	89.5
FAMIGLIA CRISTIANA.....	100.0	45.1	7.6	10.4	24.2	2.9	2.2	18.5	24.3	54.9	1.4	4.0	4.7	90.0
GENTE.....	100.0	45.6	8.2	10.9	23.9	2.5	2.9	19.4	23.3	54.4	1.7	4.2	5.1	89.0
GIOIA.....	100.0	48.4	8.6	11.7	25.3	2.6	2.7	19.8	25.8	51.6	1.8	4.7	5.3	88.1
IL GIORNALINO.....	100.0	49.0	8.4	12.1	26.1	2.4	2.1	22.9	24.0	51.0	1.7	4.6	4.4	89.2
GRAND HOTEL.....	100.0	44.2	7.5	10.4	23.5	2.9	1.6	18.7	23.9	55.8	1.5	4.4	5.0	89.1
GRAZIA.....	100.0	48.5	9.3	11.7	25.1	2.4	3.4	20.0	25.1	51.5	1.9	4.7	5.3	88.1
GUERIN SPORTIVO.....	100.0	50.8	9.4	12.1	26.2	3.1	1.7	18.0	31.0	49.2	2.1	5.0	6.3	86.7
GUIDA CUCINA.....	100.0	49.6	9.2	12.1	25.7	2.5	2.6	22.1	24.9	50.4	1.8	5.1	5.2	87.9
GUIDA TV.....	100.0	44.0	7.7	10.2	23.4	2.8	1.9	18.4	23.7	56.0	1.6	4.5	4.9	89.1
INTIMITA'.....	100.0	44.4	7.6	10.7	23.9	2.2	2.1	19.8	22.5	55.6	1.5	4.1	4.6	89.8
INTREPIDO.....	100.0	46.5	8.1	11.2	24.9	2.3	2.2	20.4	23.8	53.5	1.9	5.2	5.3	87.6
IL MONDO.....	100.0	52.1	10.8	12.2	26.4	2.7	5.4	21.7	24.9	47.9	2.0	5.4	6.3	86.3
MONDO ECONOMICO.....	100.0	51.4	9.7	12.1	26.6	3.0	3.5	20.0	27.9	48.6	2.1	5.0	6.0	86.9
IL MONELLO.....	100.0	46.7	8.6	11.4	24.2	2.5	2.6	19.1	25.1	53.3	1.9	5.2	5.7	87.1
NOVELLA 2000.....	100.0	45.0	8.0	10.9	23.6	2.4	2.3	19.3	23.4	55.0	1.6	4.2	4.8	89.4
OGGI.....	100.0	46.4	8.4	11.2	24.3	2.6	2.8	19.9	23.7	53.6	1.7	4.3	5.1	88.8
ONDA TV.....	100.0	44.6	7.4	10.5	23.7	3.0	1.7	18.5	24.3	55.4	1.5	4.8	4.9	88.8
PANORAMA.....	100.0	50.6	10.0	12.0	26.3	2.3	4.2	21.4	25.1	49.4	2.2	5.1	5.5	87.2
RADIOCORRIERE TV.....	100.0	44.9	8.1	10.5	23.6	2.8	2.5	18.7	23.8	55.1	1.7	4.4	5.3	88.6
RAGAZZA IN.....	100.0	47.6	8.2	10.4	24.9	4.1	.9	14.7	32.0	52.4	1.8	6.3	6.6	85.3
ROMBO.....	100.0	52.8	9.7	12.9	27.2	3.0	2.4	18.8	31.6	47.2	2.1	5.7	5.8	86.4
SORRISI E CANZONI TV.....	100.0	47.0	8.3	11.1	24.7	2.9	2.0	19.3	25.8	53.0	1.7	4.8	5.3	88.2
STARTER.....	100.0	50.0	10.5	11.7	25.7	2.1	4.2	20.1	25.7	50.0	2.1	5.2	4.7	88.0
STOP.....	100.0	40.0	6.9	9.5	21.3	2.3	2.0	16.4	21.6	60.0	1.2	3.3	4.3	91.2
TELESETTE.....	100.0	45.0	7.9	10.6	23.8	2.8	2.0	18.8	24.3	55.0	1.6	4.8	5.0	88.6
TOPOLINO.....	100.0	49.8	9.3	11.9	26.0	2.6	2.5	21.7	25.7	50.2	2.0	5.4	5.3	87.3

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● possesso di una autovettura media (da 1000 a 1500 cc.)

(percentuali di penetrazione)

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	37.4	6.3	9.1	19.6	2.3	3.4	17.6	16.4	62.6	1.2	3.4	3.7	91.7
PERIODICI	100.0	43.2	7.8	11.2	22.2	1.9	4.5	21.6	17.1	56.8	1.5	4.0	4.0	90.5
SETTIMANALI	100.0	43.4	7.9	11.1	22.6	1.9	4.1	22.0	17.3	56.6	1.5	4.1	4.0	90.3
ALBO BLITZ.....	100.0	44.3	8.6	10.9	22.7	2.1	14.0	20.1	10.2	55.7	2.0	5.2	2.9	89.8
AMICA.....	100.0	48.4	9.1	13.1	24.2	2.0	4.6	23.9	19.9	51.6	1.6	4.3	4.9	89.3
ANNA.....	100.0	46.9	8.7	12.4	23.7	2.1	4.1	23.3	19.5	53.1	1.5	4.0	4.7	89.8
AUTOSPRINT.....	100.0	48.9	9.3	13.0	24.6	2.0	11.1	23.8	13.9	51.1	1.6	5.7	3.9	88.8
BELLA.....	100.0	47.1	8.5	12.3	24.3	2.0	3.4	23.9	19.7	52.9	1.3	4.1	4.1	90.5
CIAO 2001.....	100.0	43.6	8.8	11.8	21.7	1.3	9.3	21.1	13.2	56.4	1.2	3.9	4.0	90.9
CONFIDENZE.....	100.0	42.4	7.2	10.9	22.6	1.7	2.6	21.8	17.9	57.6	1.3	3.9	4.0	90.8
DOLLY.....	100.0	47.3	7.9	11.7	25.6	2.2	2.4	24.6	20.2	52.7	1.5	4.5	4.5	89.5
DOMENICA DEL CORRIERE.....	100.0	41.8	7.3	10.4	21.8	2.3	6.2	18.5	17.0	58.2	1.3	3.6	4.2	91.0
DOMENICA QUIZ.....	100.0	45.8	8.8	12.6	22.5	1.9	6.7	21.7	17.4	54.2	1.8	4.6	4.9	88.7
EPOCA.....	100.0	44.8	8.1	11.6	22.9	2.2	7.6	20.5	16.8	55.2	1.6	4.1	4.8	89.5
L'ESPRESSO.....	100.0	47.5	9.8	12.9	23.3	1.5	9.9	23.3	14.3	52.5	1.9	4.9	4.3	88.9
EUROPEO.....	100.0	46.2	8.6	11.9	24.0	1.8	10.0	21.0	15.2	53.8	1.7	4.6	4.5	89.3
EVA EXPRESS.....	100.0	43.1	7.8	11.2	22.2	1.9	3.6	21.5	18.0	56.9	1.3	3.8	3.8	91.2
FAMIGLIA CRISTIANA.....	100.0	42.0	7.0	10.5	22.5	2.0	4.1	19.7	18.2	58.0	1.2	3.6	3.7	91.5
GENTE.....	100.0	43.4	7.7	11.1	22.6	2.0	4.6	21.1	17.7	56.6	1.4	3.8	4.3	90.4
GIOIA.....	100.0	46.8	8.1	12.4	24.2	2.0	3.5	23.3	19.9	53.2	1.4	4.0	4.5	90.1
IL GIORNALINO.....	100.0	47.7	8.5	12.7	25.0	1.5	4.6	26.3	16.8	52.3	1.4	4.1	3.3	91.1
GRAND HOTEL.....	100.0	42.4	7.0	10.4	22.8	2.2	2.6	21.2	18.6	57.6	1.3	3.9	4.0	90.8
GRAZIA.....	100.0	46.6	9.0	12.3	23.4	2.0	4.6	23.3	18.8	53.4	1.4	4.1	4.4	90.1
GUERIN SPORTIVO.....	100.0	47.1	9.5	12.0	23.8	1.7	14.1	21.0	12.0	52.9	1.5	6.0	3.7	88.7
GUIDA CUCINA.....	100.0	49.2	9.2	13.0	25.1	2.0	3.8	25.3	20.1	50.8	1.6	4.6	4.4	89.3
GUIDA TV.....	100.0	41.2	7.2	10.2	21.8	2.0	4.2	20.8	16.3	58.8	1.3	3.9	3.7	91.1
INTIMITA'.....	100.0	42.7	7.2	10.8	23.0	1.7	2.8	21.7	18.3	57.3	1.3	3.8	3.9	91.0
INTREPIDO.....	100.0	45.5	7.9	12.0	23.8	1.8	6.9	23.6	14.9	54.5	1.7	4.8	3.9	89.6
IL MONDO.....	100.0	48.8	9.8	13.5	23.7	1.7	13.7	21.9	13.2	51.2	1.1	5.9	5.3	87.6
MONDO ECONOMICO.....	100.0	48.4	9.0	13.5	24.1	1.9	12.2	21.9	14.3	51.6	1.5	5.1	4.9	88.5
IL MONELLO.....	100.0	45.8	8.4	12.5	23.1	1.9	6.0	23.2	16.5	54.2	1.6	4.5	4.3	89.6
NOVELLA 2000.....	100.0	42.6	7.5	11.0	22.3	1.9	3.7	21.4	17.5	57.4	1.4	3.9	3.9	90.9
OGGI.....	100.0	44.4	8.0	11.5	23.0	2.0	4.7	21.7	18.1	55.6	1.5	4.0	4.3	90.2
ONDA TV.....	100.0	44.0	7.4	11.3	23.3	2.0	3.6	22.2	18.2	56.0	1.2	4.0	3.6	91.2
PANORAMA.....	100.0	48.6	9.9	13.1	24.0	1.7	9.0	23.7	16.0	51.4	1.8	4.9	4.4	88.9
RADIOCORRIERE TV.....	100.0	42.7	7.5	10.6	22.4	2.1	5.2	20.3	17.2	57.3	1.5	3.9	4.3	90.3
RAGAZZA IN.....	100.0	47.5	7.5	12.1	26.0	1.8	2.5	25.0	20.0	52.5	1.5	4.5	4.1	89.8
ROMBO.....	100.0	48.8	10.3	14.3	22.7	1.5	15.5	21.9	11.3	51.2	1.6	5.9	3.7	88.7
SORRISI E CANZONI TV.....	100.0	45.2	7.8	11.5	23.8	2.2	3.4	22.8	19.0	54.8	1.4	4.3	4.1	90.2
STARTER.....	100.0	44.0	9.9	13.8	18.4	1.9	20.7	16.0	7.3	56.0	1.7	5.6	1.8	90.9
STOP.....	100.0	36.8	6.2	9.2	19.7	1.7	3.0	17.4	16.4	63.2	1.0	3.1	3.3	92.6
TELESETTE.....	100.0	43.3	7.6	10.9	22.7	2.1	4.0	21.8	17.5	56.7	1.4	4.4	4.0	90.3
TOPOLINO.....	100.0	49.0	9.2	13.1	25.1	1.7	5.0	26.6	17.4	51.0	1.7	4.9	4.0	89.4

Adulti

Lettori ultimo periodo

analisi secondo: ● possesso di una autovettura grande (oltre 1500 cc.)

(percentuali di penetrazione)

	Totale	POSSESSORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSESSORI	INTENZIONE D'ACQUISTO			
			1985/1986	1983/1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certainente si	probabilmente si	non so	no
TOTALE	100.0	15.0	4.0	4.3	6.1	.7	4.0	4.9	6.1	85.0	.9	1.8	3.3	94.0
PERIODICI	100.0	17.9	4.9	5.1	7.2	.7	4.8	5.9	7.2	82.1	1.2	2.0	3.4	93.4
SETTIMANALI	100.0	17.6	4.7	5.1	7.1	.7	4.5	5.9	7.2	82.4	1.1	2.0	3.4	93.4
ALBO BLITZ.....	100.0	18.7	5.0	5.6	7.6	.6	6.4	5.3	7.0	81.3	1.6	2.6	3.9	91.9
AMICA.....	100.0	23.0	6.0	6.2	9.8	.9	3.0	8.2	11.8	77.0	1.3	2.3	3.7	92.7
ANNA.....	100.0	21.4	5.6	5.7	9.1	.9	2.5	7.7	11.2	78.6	1.1	2.1	3.4	93.3
AUTOSPRINT.....	100.0	23.6	6.7	6.9	9.4	.6	8.7	7.2	7.8	76.4	2.0	3.1	3.8	91.0
BELLA.....	100.0	19.2	5.1	5.2	8.0	.9	1.9	7.1	10.2	80.8	.9	1.8	3.1	94.1
CIAO 2001.....	100.0	23.5	7.2	6.9	8.7	.7	3.0	7.4	13.1	76.5	1.4	2.9	4.7	90.9
CONFIDENZE.....	100.0	15.4	4.3	4.2	6.2	.8	1.7	5.8	7.9	84.6	.7	1.5	3.2	94.5
DOLLY.....	100.0	19.7	6.1	5.4	7.5	.7	1.0	5.8	12.9	80.3	.7	2.4	4.8	92.1
DOMENICA DEL CORRIERE.....	100.0	18.7	4.6	5.6	7.7	.7	7.2	5.9	5.6	81.3	1.3	1.9	3.4	93.4
DOMENICA QUIZ.....	100.0	18.2	4.9	5.4	7.3	.5	5.4	5.9	7.0	81.8	1.1	2.2	3.7	93.0
EPOCA.....	100.0	22.7	5.6	7.1	9.2	.7	8.5	7.3	7.0	77.3	1.5	2.3	3.7	92.5
L'ESPRESSO.....	100.0	23.7	6.5	7.2	9.3	.6	8.6	7.7	7.4	76.3	1.7	3.0	3.9	91.5
EUROPEO.....	100.0	23.7	6.2	7.5	9.4	.6	9.2	7.6	6.9	76.3	1.8	2.8	3.8	91.6
EVA EXPRESS.....	100.0	17.4	4.8	4.8	7.1	.7	3.2	6.0	8.2	82.6	1.0	1.9	3.3	93.8
FAMIGLIA CRISTIANA.....	100.0	16.4	4.2	4.6	6.9	.7	4.2	5.4	6.8	83.6	1.0	1.6	3.1	94.2
GENTE.....	100.0	19.4	5.1	5.5	8.0	.8	4.6	6.6	8.1	80.6	1.2	2.0	3.5	93.2
GIOIA.....	100.0	20.6	5.5	5.6	8.7	.9	2.5	7.3	10.9	79.4	1.1	2.2	3.5	93.2
IL GIORNALINO.....	100.0	20.1	5.2	5.4	8.7	.8	3.7	6.4	10.0	79.9	.9	2.4	3.4	93.4
GRAND HOTEL.....	100.0	14.7	4.0	4.1	5.8	.8	2.9	5.0	6.7	85.3	.8	1.7	3.4	94.1
GRAZIA.....	100.0	21.7	5.8	5.8	9.2	.9	2.9	7.8	11.0	78.3	1.1	2.2	3.4	93.3
GUERIN SPORTIVO.....	100.0	23.6	6.5	7.3	9.0	.7	7.6	7.1	8.9	76.4	1.5	3.1	4.5	91.0
GUIDA CUCINA.....	100.0	19.2	5.5	5.3	7.6	.9	3.0	7.4	8.8	80.8	1.0	2.1	3.6	93.4
GUIDA TV.....	100.0	16.2	4.4	4.7	6.5	.6	4.2	5.3	6.7	83.8	.9	1.9	3.4	93.7
INTIMITA'.....	100.0	15.7	4.3	4.3	6.4	.8	2.1	5.9	7.7	84.3	.8	1.5	3.0	94.7
INTREPIDO.....	100.0	18.4	5.0	5.4	7.4	.6	5.8	5.6	7.0	81.6	1.5	2.6	4.2	91.8
IL MONDO.....	100.0	32.4	8.6	10.8	12.2	.8	15.6	10.0	6.8	67.6	2.9	4.0	3.8	89.4
MONDO ECONOMICO.....	100.0	28.8	7.8	9.1	11.2	.8	14.8	8.3	5.7	71.2	2.2	3.8	3.7	90.4
IL MONELLO.....	100.0	19.7	5.5	5.7	7.9	.6	5.6	6.2	7.9	80.3	1.4	2.6	4.0	92.0
NOVELLA 2000.....	100.0	17.3	4.8	4.8	6.9	.8	3.5	5.9	7.9	82.7	1.0	1.9	3.2	93.9
OGGI.....	100.0	19.8	5.2	5.7	8.2	.8	5.1	6.7	8.0	80.2	1.3	2.1	3.5	93.2
ONDA TV.....	100.0	16.9	4.9	4.7	6.6	.7	4.0	5.4	7.6	83.1	1.0	2.0	3.4	93.6
PANORAMA.....	100.0	24.9	6.7	7.5	10.0	.6	8.4	8.1	8.3	75.1	1.8	3.0	3.9	91.3
RADIOCORRIERE TV.....	100.0	18.3	4.9	5.4	7.4	.7	5.2	5.9	7.2	81.7	1.1	2.1	3.6	93.1
RAGAZZA IN.....	100.0	19.7	6.3	5.1	7.6	.7	1.5	5.7	12.5	80.3	.8	2.4	4.5	92.3
ROMBO.....	100.0	23.7	7.3	6.3	9.6	.5	7.8	7.2	8.7	76.3	2.2	3.6	3.7	90.5
SORRISI E CANZONI TV.....	100.0	18.0	5.0	5.1	7.2	.7	3.9	5.9	8.2	82.0	1.1	2.2	3.7	93.1
STARTER.....	100.0	21.2	6.2	6.0	8.5	.4	7.0	5.8	8.3	78.8	2.3	3.0	3.9	90.8
STOP.....	100.0	14.4	3.8	3.9	5.9	.7	3.1	4.8	6.4	85.6	.8	1.4	2.9	94.9
TELESETTE.....	100.0	17.0	4.7	4.9	6.7	.6	4.4	5.6	7.0	83.0	1.1	2.2	3.6	93.1
TOPOLINO.....	100.0	21.8	6.1	6.2	8.8	.7	4.9	7.1	9.7	78.2	1.2	2.6	3.9	92.3

Lettori ultimo periodo

analisi secondo: ● possesso di una autovettura grande (oltre 1500 cc.)

(percentuali di penetrazione)

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	16.6	4.4	5.1	6.6	.5	7.9	4.7	3.9	83.4	1.3	2.1	3.5	93.1
PERIODICI	100.0	19.8	5.3	6.1	7.9	.5	9.4	5.6	4.8	80.2	1.6	2.6	3.6	92.2
SETTIMANALI	100.0	19.7	5.2	6.3	7.8	.5	9.1	5.6	5.0	80.3	1.5	2.7	3.6	92.2
ALBO BLITZ.....	100.0	19.0	5.0	5.7	7.7	.5	7.1	5.2	6.7	81.0	1.7	2.7	3.9	91.7
AMICA.....	100.0	26.3	6.9	8.6	10.2	.6	13.1	7.6	5.6	73.7	2.3	3.2	4.0	90.5
ANNA.....	100.0	24.8	6.4	8.1	9.8	.6	12.8	7.2	4.8	75.2	2.1	3.0	3.7	91.2
AUTOSPRINT.....	100.0	24.1	6.9	7.1	9.5	.6	10.2	6.9	7.0	75.9	2.2	3.3	3.9	90.6
BELLA.....	100.0	20.9	5.4	6.5	8.5	.5	10.2	6.0	4.6	79.1	1.6	2.4	3.3	92.7
CIAO 2001.....	100.0	23.1	6.5	7.4	8.7	.5	5.4	7.2	10.5	76.9	2.3	3.3	4.4	90.0
CONFIDENZE.....	100.0	16.9	4.4	5.2	6.9	.5	8.1	4.5	4.3	83.1	1.1	1.8	3.3	93.8
DOLLY.....	100.0	20.1	5.8	5.9	7.9	.5	4.1	5.4	10.6	79.9	1.7	3.0	5.0	90.3
DOMENICA DEL CORRIERE.....	100.0	20.2	5.1	6.4	8.1	.6	11.1	5.8	3.3	79.8	1.6	2.1	3.5	92.8
DOMENICA QUIZ.....	100.0	18.4	4.6	5.7	7.7	.4	8.8	5.3	4.3	81.6	1.4	2.6	3.7	92.3
EPOCA.....	100.0	24.2	5.9	8.4	9.3	.6	13.3	7.1	3.8	75.8	1.9	2.6	3.7	91.8
L'ESPRESSO.....	100.0	25.3	7.0	8.4	9.5	.4	12.7	7.7	4.9	74.7	2.1	3.5	4.1	90.3
EUROPEO.....	100.0	24.9	6.5	8.4	9.4	.5	12.5	7.5	4.9	75.1	2.0	3.1	4.0	90.8
EVA EXPRESS.....	100.0	19.8	5.2	6.0	8.2	.4	9.6	5.6	4.6	80.2	1.6	2.7	3.5	92.1
FAMIGLIA CRISTIANA.....	100.0	17.9	4.6	5.5	7.4	.5	8.4	5.1	4.3	82.1	1.3	1.9	3.3	93.5
GENTE.....	100.0	21.8	5.7	7.0	8.7	.5	10.6	6.4	4.9	78.2	1.7	2.6	3.9	91.9
GIOIA.....	100.0	23.5	6.1	7.3	9.5	.6	11.1	6.7	5.7	76.5	1.9	2.8	3.7	91.6
IL GIORNALINO.....	100.0	20.8	5.1	6.0	9.3	.4	7.5	5.3	8.0	79.2	1.0	2.4	4.1	92.5
GRAND HOTEL.....	100.0	15.6	3.9	4.7	6.5	.6	7.0	4.4	4.3	84.4	1.1	2.1	3.5	93.2
GRAZIA.....	100.0	24.7	6.3	8.1	9.7	.6	12.3	7.2	5.1	75.3	2.0	2.8	3.8	91.4
GUERIN SPORTIVO.....	100.0	23.8	6.5	7.6	9.1	.7	8.5	7.0	8.3	76.2	1.6	3.1	4.5	90.8
GUIDA CUCINA.....	100.0	23.2	6.0	7.6	9.0	.6	12.3	6.9	4.0	76.8	1.8	3.0	4.0	91.2
GUIDA TV.....	100.0	17.3	4.5	5.4	7.1	.4	7.4	5.0	4.9	82.7	1.2	2.3	3.7	92.9
INTIMITA'.....	100.0	17.7	4.4	5.5	7.3	.5	9.0	4.8	3.9	82.3	1.2	1.9	3.2	93.7
INTREPIDO.....	100.0	18.7	5.0	5.6	7.5	.6	7.1	5.3	6.3	81.3	1.6	2.8	4.3	91.3
IL MONDO.....	100.0	33.6	9.1	11.8	11.9	.8	19.1	9.9	4.6	66.4	3.3	4.2	3.7	88.8
MONDO ECONOMICO.....	100.0	29.5	7.9	9.7	11.1	.7	18.0	8.1	3.4	70.5	2.4	4.0	3.6	90.0
IL MONELLO.....	100.0	20.4	5.5	6.1	8.2	.5	7.8	6.0	6.6	79.6	1.7	2.9	4.1	91.3
NOVELLA 2000.....	100.0	19.3	5.0	5.9	7.9	.5	9.0	5.4	4.8	80.7	1.6	2.5	3.5	92.4
OGGI.....	100.0	21.9	5.6	7.0	8.8	.5	11.0	6.4	4.5	78.1	1.7	2.5	3.7	92.0
ONDA TV.....	100.0	18.2	4.9	5.5	7.2	.5	7.6	4.9	5.7	81.8	1.4	2.4	3.6	92.6
PANORAMA.....	100.0	26.6	7.3	8.7	10.2	.5	12.8	8.1	5.7	73.4	2.3	3.5	4.2	90.1
RADIOCORRIERE TV.....	100.0	19.8	5.2	6.2	7.8	.5	8.8	5.8	5.2	80.2	1.4	2.5	3.9	92.2
RAGAZZA IN.....	100.0	20.5	5.7	6.0	8.3	.5	4.9	5.4	10.2	79.5	1.7	3.0	4.3	91.0
ROMBO.....	100.0	23.7	7.3	6.3	9.5	.5	8.5	7.1	8.1	76.3	2.3	3.7	3.7	90.4
SORRISI E CANZONI TV.....	100.0	19.4	5.2	5.9	7.7	.5	8.0	5.5	5.8	80.6	1.5	2.7	3.9	91.9
STARTER.....	100.0	21.4	6.2	6.1	8.6	.4	7.5	5.8	8.1	78.6	2.4	3.1	3.9	90.5
STOP.....	100.0	16.5	4.3	4.9	6.9	.4	7.9	4.7	4.0	83.5	1.2	1.8	3.0	94.0
TELESETTE.....	100.0	18.2	5.0	5.5	7.2	.5	7.6	5.2	5.3	81.8	1.5	2.6	3.8	92.0
TOPOLINO.....	100.0	23.2	6.2	7.2	9.3	.5	8.7	6.9	7.6	76.8	1.6	3.1	4.3	91.0

Donne

Lettori ultimo periodo

analisi secondo: ● possesso di una autovettura grande (oltre 1500 cc.)

(percentuali di penetrazione)

	Totale	POSSESSORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSESSORI	INTENZIONE D'ACQUISTO			
			1985/1986	1983/1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certainamente si	probabilmente si	non so	no
TOTALE	100.0	13.5	3.6	3.4	5.6	.9	.3	5.0	8.1	86.5	.6	1.4	3.2	94.8
PERIODICI	100.0	16.1	4.5	4.1	6.6	1.0	.4	6.2	9.5	83.9	.8	1.5	3.3	94.5
SETTIMANALI	100.0	15.7	4.2	4.1	6.5	1.0	.5	6.1	9.2	84.3	.7	1.5	3.3	94.6
ALBO BLITZ.....	100.0	16.0	4.4	4.6	6.0	.9	.5	6.3	9.1	84.0	.7	1.5	3.9	93.8
AMICA.....	100.0	22.2	5.8	5.7	9.7	1.0	.5	8.3	13.4	77.8	1.0	2.1	3.6	93.3
ANNA.....	100.0	20.7	5.5	5.2	9.0	1.0	.4	7.8	12.4	79.3	1.0	2.0	3.3	93.7
AUTOSPRINT.....	100.0	21.1	5.9	5.6	8.6	.9	.5	8.6	12.0	78.9	.9	2.0	3.4	93.6
BELLA.....	100.0	18.9	5.1	4.9	8.0	.9	.5	7.3	11.1	81.1	.8	1.8	3.1	94.3
CIAO 2001.....	100.0	23.9	7.9	6.3	8.8	.9	.3	7.5	18.2	76.1	.5	2.6	5.1	91.9
CONFIDENZE.....	100.0	15.1	4.3	4.0	6.0	.8	.4	6.0	8.7	84.9	.7	1.4	3.2	94.7
DOLLY.....	100.0	19.7	6.2	5.3	7.4	.7	.2	5.9	13.6	80.3	.4	2.3	4.8	92.6
DOMENICA DEL CORRIERE.....	100.0	16.0	3.9	4.1	7.0	1.0	.4	6.0	9.6	84.0	.7	1.4	3.3	94.6
DOMENICA QUIZ.....	100.0	17.9	5.2	5.0	6.9	.8	.4	6.7	10.8	82.1	.8	1.4	3.7	94.1
EPOCA.....	100.0	20.2	5.2	4.9	9.0	1.0	.4	7.6	12.2	79.8	.9	1.9	3.7	93.6
L'ESPRESSO.....	100.0	20.4	5.7	4.9	8.9	.9	.4	7.8	12.1	79.6	.9	2.0	3.4	93.8
EUROPEO.....	100.0	20.5	5.1	5.0	9.4	1.0	.4	7.8	12.2	79.5	1.0	1.9	3.4	93.6
EVA EXPRESS.....	100.0	16.4	4.7	4.3	6.6	.9	.4	6.2	9.8	83.6	.7	1.6	3.2	94.6
FAMIGLIA CRISTIANA.....	100.0	15.0	3.8	3.8	6.5	.9	.3	5.6	9.0	85.0	.7	1.4	3.0	94.9
GENTE.....	100.0	17.7	4.7	4.5	7.5	1.0	.4	6.8	10.5	82.3	.8	1.7	3.3	94.2
GIOIA.....	100.0	20.0	5.3	5.2	8.5	1.0	.4	7.4	12.1	80.0	.9	2.0	3.5	93.6
IL GIORNALINO.....	100.0	19.4	5.3	4.8	8.3	1.1	.4	7.3	11.7	80.6	.7	2.4	2.8	94.1
GRAND HOTEL.....	100.0	14.0	4.0	3.7	5.4	.9	.3	5.4	8.2	86.0	.6	1.4	3.4	94.6
GRAZIA.....	100.0	20.9	5.6	5.2	9.1	1.0	.4	8.0	12.5	79.1	.9	2.0	3.3	93.8
GUERIN SPORTIVO.....	100.0	21.8	6.7	5.6	8.4	1.1	.3	7.6	13.8	78.2	.6	2.4	4.2	92.8
GUIDA CUCINA.....	100.0	18.1	5.3	4.7	7.2	1.0	.4	7.6	10.1	81.9	.8	1.8	3.4	94.0
GUIDA TV.....	100.0	14.9	4.3	3.9	5.9	.8	.4	5.7	8.8	85.1	.6	1.5	3.2	94.8
INTIMITA'.....	100.0	15.2	4.2	4.0	6.1	.9	.4	6.1	8.7	84.8	.7	1.4	2.9	95.0
INTREPIDO.....	100.0	17.3	5.0	4.5	6.8	1.0	.4	6.9	10.0	82.7	.7	1.8	3.6	93.9
IL MONDO.....	100.0	27.3	6.5	6.6	13.5	.7	.4	10.2	16.7	72.7	1.2	3.0	4.1	91.7
MONDO ECONOMICO.....	100.0	25.7	7.0	6.4	11.4	.9	.4	9.3	16.1	74.3	1.0	2.8	4.1	92.2
IL MONELLO.....	100.0	18.2	5.3	4.8	7.2	.9	.5	6.6	11.1	81.8	.7	1.9	3.7	93.7
NOVELLA 2000.....	100.0	16.2	4.7	4.2	6.4	.9	.4	6.2	9.6	83.8	.7	1.6	3.1	94.7
OGGI.....	100.0	18.2	4.8	4.6	7.7	1.0	.4	7.0	10.8	81.8	.9	1.8	3.3	94.1
ONDA TV.....	100.0	15.6	4.8	3.9	6.0	.9	.3	5.9	9.4	84.4	.6	1.7	3.2	94.5
PANORAMA.....	100.0	21.8	5.8	5.3	9.7	.9	.4	8.3	13.1	78.2	1.0	2.0	3.3	93.6
RADIOCORRIERE TV.....	100.0	16.4	4.4	4.2	6.9	.9	.4	6.2	9.9	83.6	.7	1.6	3.3	94.3
RAGAZZA IN.....	100.0	19.3	6.5	4.7	7.4	.7	.3	5.8	13.3	80.7	.4	2.2	4.6	92.8
ROMBO.....	100.0	23.5	6.2	6.1	10.6	.7	.3	8.2	15.0	76.5	.8	2.6	4.1	92.5
SORRISI E CANZONI TV.....	100.0	16.9	4.7	4.4	6.9	.9	.3	6.3	10.2	83.1	.7	1.7	3.5	94.1
STARTER.....	100.0	18.2	5.5	4.9	7.1	.7	.6	6.7	10.9	81.8	.5	1.7	3.4	94.4
STOP.....	100.0	13.1	3.6	3.4	5.3	.8	.3	5.0	7.9	86.9	.5	1.1	2.9	95.5
TELESETTE.....	100.0	15.5	4.4	4.1	6.2	.8	.4	6.1	9.1	84.5	.7	1.6	3.3	94.4
TOPOLINO.....	100.0	20.1	5.9	5.1	8.3	.9	.5	7.4	12.2	79.9	.8	2.1	3.4	93.8

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● possesso di una autovettura grande (oltre 1500 cc.)

(percentuali di penetrazione)

	Totale	POSSESSORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSESSORI	INTENZIONE D'ACQUISTO			
			1985/1986	1983/1984	prima del 1983	non ricordo	deciso	deciso insieme	deciso altri		certainemente si	probabilmente si	non so	no
TOTALE	100.0	12.3	3.3	3.1	5.1	.8	1.1	5.2	6.0	87.7	.7	1.2	2.7	95.4
PERIODICI	100.0	15.1	4.2	3.8	6.1	1.0	1.2	6.7	7.1	84.9	1.0	1.4	2.9	94.8
SETTIMANALI	100.0	14.7	4.0	3.8	5.9	1.0	1.2	6.6	6.8	85.3	.8	1.3	2.9	94.9
ALBO BLITZ.....	100.0	16.4	5.2	4.5	5.9	.8	5.5	5.8	5.1	83.6	1.4	1.1	3.6	93.8
AMICA.....	100.0	21.2	5.4	5.5	9.2	1.1	1.0	9.4	10.8	78.8	1.3	1.8	3.1	93.9
ANNA.....	100.0	19.6	5.1	5.1	8.3	1.1	.8	8.8	10.0	80.4	1.1	1.6	2.9	94.4
AUTOSPRINT.....	100.0	21.7	7.0	5.8	8.1	.8	6.2	8.1	7.4	78.3	1.7	1.6	3.3	93.3
BELLA.....	100.0	17.8	4.7	4.8	7.3	1.0	.8	8.0	9.1	82.2	.9	1.6	2.7	94.8
CIAO 2001.....	100.0	17.1	5.6	4.4	6.4	.8	3.2	7.4	6.6	82.9	1.7	1.0	3.0	94.3
CONFIDENZE.....	100.0	14.2	4.0	3.7	5.5	.9	.7	6.6	7.0	85.8	.7	1.3	2.7	95.3
DOLLY.....	100.0	17.4	5.1	4.9	6.5	.9	.7	8.6	8.1	82.6	1.0	1.5	2.8	94.8
DOMENICA DEL CORRIERE.....	100.0	15.0	3.7	3.7	6.6	1.0	2.0	6.0	7.0	85.0	.8	1.3	3.0	94.9
DOMENICA QUIZ.....	100.0	18.1	5.3	5.3	6.7	.8	2.5	7.5	8.1	81.9	.9	1.1	3.5	94.4
EPOCA.....	100.0	18.9	4.6	4.6	8.7	1.0	2.1	7.7	9.0	81.1	1.0	1.5	3.5	94.0
L'ESPRESSO.....	100.0	19.5	4.9	4.8	8.9	.9	2.8	8.4	8.4	80.5	1.4	1.5	3.3	93.7
EUROPEO.....	100.0	19.4	4.6	4.7	9.2	.9	2.9	7.9	8.6	80.6	1.3	1.5	3.3	93.9
EVA EXPRESS.....	100.0	15.2	4.3	4.0	6.0	.9	1.0	6.7	7.6	84.8	.8	1.3	2.5	95.3
FAMIGLIA CRISTIANA.....	100.0	13.7	3.4	3.6	5.8	.9	1.1	5.9	6.7	86.3	.8	1.4	2.5	95.4
GENTE.....	100.0	16.5	4.2	4.1	7.1	1.0	1.2	7.2	8.1	83.5	1.0	1.4	2.9	94.7
GIOIA.....	100.0	18.8	5.0	4.9	7.8	1.1	.8	8.4	9.6	81.2	1.1	1.7	2.8	94.4
IL GIORNALINO.....	100.0	18.6	4.5	4.6	8.3	1.2	1.2	8.0	9.3	81.4	.8	2.5	2.1	94.6
GRAND HOTEL.....	100.0	13.2	3.9	3.4	4.9	.9	1.0	6.0	6.3	86.8	.6	1.2	2.8	95.4
GRAZIA.....	100.0	19.4	5.0	4.9	8.4	1.1	.9	8.9	9.6	80.6	1.1	1.6	2.8	94.5
GUERIN SPORTIVO.....	100.0	20.7	5.5	6.2	8.3	.7	7.2	7.1	6.4	79.3	1.2	1.5	3.3	94.0
GUIDA CUCINA.....	100.0	17.6	5.1	4.5	6.9	1.1	1.0	8.5	8.1	82.4	.9	1.5	3.0	94.5
GUIDA TV.....	100.0	13.7	3.9	3.6	5.4	.9	1.5	6.2	6.1	86.3	.7	1.2	2.7	95.3
INTIMITA'.....	100.0	14.3	4.0	3.8	5.6	.9	.7	6.5	7.1	85.7	.7	1.3	2.6	95.4
INTREPIDO.....	100.0	17.5	5.2	4.6	6.7	1.0	3.1	7.5	6.9	82.5	1.1	1.4	3.3	94.3
IL MONDO.....	100.0	25.2	5.3	7.2	12.1	.6	4.4	10.5	10.2	74.8	1.8	2.4	3.5	92.3
MONDO ECONOMICO.....	100.0	23.0	5.4	5.9	10.9	.7	5.0	9.0	9.0	77.0	1.5	2.1	3.6	92.9
IL MONELLO.....	100.0	17.4	5.1	4.7	6.6	1.0	2.3	7.3	7.7	82.6	1.1	1.5	3.3	94.1
NOVELLA 2000.....	100.0	14.9	4.3	3.9	5.7	1.0	1.2	6.6	7.1	85.1	.8	1.3	2.5	95.4
OGGI.....	100.0	17.1	4.3	4.3	7.3	1.0	1.3	7.4	8.4	82.9	1.0	1.5	2.9	94.5
ONDA TV.....	100.0	14.5	4.2	3.7	5.5	1.1	1.3	6.7	6.5	85.5	.8	1.3	2.5	95.5
PA'NORAMA.....	100.0	20.7	5.0	5.3	9.5	.9	2.5	9.0	9.2	79.3	1.5	1.6	3.2	93.7
RADIOCORRIERE TV.....	100.0	15.3	3.9	3.8	6.6	1.0	1.6	6.5	7.2	84.7	.9	1.4	3.0	94.7
RAGAZZA IN.....	100.0	17.4	5.1	4.6	6.7	1.0	.7	7.8	8.8	82.6	.9	1.5	2.6	95.1
ROMBO.....	100.0	24.0	8.3	5.5	9.7	.4	8.8	8.1	7.1	76.0	2.2	1.4	3.2	93.2
SORRISI E CANZONI TV.....	100.0	15.8	4.4	4.2	6.3	1.0	1.2	7.1	7.5	84.2	.8	1.5	2.8	94.9
STARTER.....	100.0	17.9	7.7	4.7	5.0	.6	10.1	4.7	3.1	82.1	1.7	.7	2.9	94.6
STOP.....	100.0	11.9	3.2	3.0	4.8	.9	.8	5.1	5.9	88.1	.6	1.0	2.3	96.1
TELESETTE.....	100.0	15.0	4.2	3.9	6.0	.9	1.5	6.8	6.6	85.0	.8	1.3	3.0	94.9
TOPOLINO.....	100.0	19.0	5.3	5.0	7.7	1.0	1.7	8.6	8.7	81.0	1.1	1.8	2.8	94.3

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● possesso di una autovettura grande (oltre 1500 cc.)

(percentuali di penetrazione)

	Totale	ANNO D'ACQUISTO					INFLUENZA D'ACQUISTO			NON POSSE-SORI	INTENZIONE D'ACQUISTO			
		POSSES-SORI	1985/1986	1983/1984	prima del 1983	non ricordo	deciso io	deciso insieme	deciso altri		certa-mente si	probabil-mente si	non so	no
TOTALE.....	100.0	12.3	3.3	3.1	5.1	.8	1.1	5.2	6.0	87.7	.7	1.2	2.7	95.4
MENSILI.....	100.0	18.0	5.7	4.5	6.9	.9	1.3	8.5	8.2	82.0	1.1	1.7	3.4	93.8
ABITARE.....	100.0	20.0	4.5	5.2	9.3	1.0	2.0	8.5	9.5	80.0	1.5	1.6	2.8	94.1
AD.....	100.0	23.6	5.4	6.2	11.2	.8	2.9	10.5	10.3	76.4	2.0	1.6	2.9	93.6
AIRONE.....	100.0	20.8	5.2	5.5	9.2	.9	2.3	9.1	9.4	79.2	1.2	1.7	2.6	94.5
ALTA FEDELTA'.....	100.0	15.2	4.8	4.1	5.7	.6	5.0	4.8	5.4	84.8	1.3	1.0	3.1	94.6
ASTRA.....	100.0	18.6	5.1	4.8	7.8	.9	1.4	8.1	9.0	81.4	1.0	1.4	3.5	94.1
ATLANTE.....	100.0	19.6	4.8	5.5	8.4	.9	2.4	8.3	9.0	80.4	1.2	1.7	2.8	94.4
AUTO CAPITAL.....	100.0	25.1	6.6	6.9	10.6	.9	5.3	9.2	10.6	74.9	2.0	2.2	3.0	92.9
L'AUTOMOBILE.....	100.0	19.7	5.0	5.3	8.5	1.0	2.8	8.3	8.7	80.3	1.1	1.7	3.1	94.1
BENISSIMO.....	100.0	17.5	5.0	4.5	6.9	1.1	.6	8.2	8.7	82.5	.9	1.6	3.0	94.5
BRAVA CASA.....	100.0	20.2	5.3	5.1	8.6	1.1	1.3	9.3	9.5	79.8	1.3	1.8	3.1	93.7
CAPITAL.....	100.0	27.4	6.2	7.5	12.8	1.0	4.0	11.5	11.9	72.6	1.6	2.4	3.3	92.7
CASAVIVA.....	100.0	21.3	5.6	5.6	9.1	1.1	1.4	9.9	10.1	78.7	1.3	1.9	3.0	93.8
100 COSE.....	100.0	19.8	5.6	5.4	7.8	1.0	.9	8.9	10.0	80.2	1.0	1.8	2.8	94.4
CONSIGLI PRATICI.....	100.0	12.5	3.4	3.0	5.3	.8	1.1	5.7	5.7	87.5	.5	1.6	1.9	96.0
CORTO MALTESE.....	100.0	8.6	2.6	2.0	3.6	.4	2.2	3.4	3.0	91.4	1.1	.8	3.5	94.6
COSMOPOLITAN.....	100.0	20.4	5.6	5.5	8.2	1.1	1.7	9.0	9.8	79.6	1.2	1.8	2.9	94.2
LA CUCINA ITALIANA.....	100.0	16.9	4.5	4.4	7.0	1.0	1.3	7.3	8.3	83.1	1.0	1.4	2.7	94.9
DONNAPIU'.....	100.0	17.5	4.7	4.7	7.2	1.0	.9	8.2	8.4	82.5	.9	1.6	2.7	94.9
ESPANSIONE.....	100.0	27.7	5.5	6.5	15.3	.4	3.8	12.3	11.5	72.3	1.6	2.7	2.2	93.4
FOTOGRAFARE.....	100.0	22.9	6.5	6.0	9.7	.8	3.4	9.6	9.9	77.1	1.3	1.9	3.7	93.1
GARDENIA.....	100.0	21.3	4.7	6.1	9.7	.8	1.8	9.9	9.6	78.7	1.3	1.8	2.1	94.8
GENTE MONEY.....	100.0	25.1	6.1	6.4	11.5	1.1	2.9	11.2	11.1	74.9	1.3	2.3	2.6	93.8
GENTE MOTORI.....	100.0	20.1	5.5	5.5	8.1	1.0	4.2	8.0	7.8	79.9	1.2	1.8	3.1	93.9
GENTE VIAGGI.....	100.0	21.5	5.7	5.9	9.0	1.0	2.4	9.5	9.6	78.5	1.2	1.8	2.9	94.0
GIOIELLI.....	100.0	18.8	5.2	4.8	7.7	1.1	.8	8.5	9.6	81.2	1.2	1.7	2.6	94.5
INSIEME.....	100.0	18.6	6.4	4.9	6.2	1.1	1.1	10.3	7.2	81.4	.9	1.8	2.6	94.6
JESUS.....	100.0	17.7	3.9	4.4	8.4	1.1	1.7	7.7	8.3	82.3	.8	1.4	2.2	95.6
LEI.....	100.0	21.2	5.6	6.2	8.2	1.2	.9	9.9	10.4	78.8	1.1	1.7	2.7	94.5
LINUS.....	100.0	22.6	5.5	6.2	10.1	.8	1.9	10.3	10.4	77.4	1.6	1.9	3.4	93.1
MADRE.....	100.0	16.8	3.9	4.5	7.2	1.1	.7	7.5	8.5	83.2	.7	1.5	2.4	95.3
MANI DI FATA.....	100.0	15.5	4.0	4.0	6.4	1.0	.5	7.3	7.7	84.5	1.0	1.4	2.7	94.9
MAX.....	100.0	20.1	5.5	5.4	8.2	1.0	2.8	8.6	8.7	79.9	1.4	1.7	3.3	93.6
MESSAGGERO DI S.ANTONIO.....	100.0	11.3	2.8	2.9	4.7	.9	.9	4.9	5.5	88.7	.7	1.4	2.7	95.3
LA MIA CASA.....	100.0	15.1	4.3	3.8	6.1	.9	1.4	6.7	7.0	84.9	.8	1.2	3.1	94.9
MILLEIDEE.....	100.0	18.0	4.9	4.5	7.5	1.1	.7	8.3	9.0	82.0	1.0	1.6	2.8	94.6
MODA.....	100.0	17.3	4.7	4.6	6.8	1.2	1.0	7.7	8.6	82.7	.9	1.5	2.8	94.8
MOTOCICLISMO.....	100.0	18.3	5.4	5.3	6.8	.9	5.8	6.5	6.0	81.7	1.2	1.3	3.2	94.2
MUSIC.....	100.0	18.4	5.5	4.7	5.3	.8	2.2	7.8	6.3	83.6	1.1	1.0	3.0	94.9
NATURA OGGI.....	100.0	17.3	4.3	4.6	7.6	.8	2.0	8.1	7.2	82.7	.9	1.5	2.3	95.3
PESCARRE.....	100.0	19.8	5.1	5.4	8.5	.9	5.5	6.9	7.5	80.2	1.3	1.2	2.9	94.7
PHOTO ITALIANA.....	100.0	18.2	5.1	4.5	7.7	.8	3.5	7.5	7.1	81.8	1.3	1.4	2.7	94.6
IL PIACERE.....	100.0	25.6	5.9	6.4	12.0	1.2	1.9	10.5	13.2	74.4	1.5	1.8	2.7	93.9
PLAYMEN.....	100.0	16.5	4.6	4.8	6.5	.6	6.0	5.2	5.2	83.5	1.6	1.2	2.6	94.7
PM.....	100.0	20.8	5.4	5.2	9.4	.8	2.7	9.1	9.0	79.2	1.8	1.8	3.1	93.3
QUATTORRUOTE.....	100.0	20.0	5.4	5.4	8.3	.9	3.9	8.1	8.0	80.0	1.3	1.7	3.3	93.8
QUI TOURING.....	100.0	24.9	5.3	6.7	12.0	1.0	2.1	11.1	11.7	75.1	1.3	2.0	3.2	93.5
RAKAM.....	100.0	19.1	5.2	4.9	8.0	1.1	.8	8.9	9.5	80.9	1.3	1.9	2.9	94.0
ROCKSTAR.....	100.0	17.8	6.5	4.5	6.5	.3	5.5	7.6	4.7	82.2	2.6	.7	2.6	94.2
SALVE.....	100.0	21.0	5.4	5.5	8.9	1.1	1.4	9.7	9.9	79.0	1.2	1.8	3.0	93.9
SCIENZA 2000.....	100.0	18.5	5.6	4.2	8.0	.7	1.8	7.8	9.0	81.5	.7	1.6	4.5	93.2
SCIENZA E VITA NUOVA.....	100.0	21.7	4.9	5.7	10.2	.9	2.2	9.1	10.5	78.3	1.1	2.5	2.8	93.6
LE SCIENZE.....	100.0	18.1	4.2	4.3	8.9	.7	3.1	8.1	6.9	81.9	1.5	1.5	3.4	93.6
SELEZIONE DAL R.DIGEST.....	100.0	18.3	4.8	4.9	7.7	1.0	1.6	8.1	8.6	81.7	1.0	1.6	3.0	94.5
STARBENE.....	100.0	18.9	4.9	5.1	7.9	1.0	1.3	9.0	8.6	81.1	1.0	1.6	2.9	94.5
STORIA ILLUSTRATA.....	100.0	16.6	3.8	4.2	7.7	.9	2.5	6.8	7.3	83.4	1.1	1.5	2.7	94.7
SUPER GOL.....	100.0	16.7	4.5	4.7	6.7	.9	5.5	5.4	5.8	83.3	1.0	1.3	3.3	94.4
IL TENNIS ITALIANO.....	100.0	19.8	4.4	5.0	9.4	.9	3.6	7.8	8.3	80.2	1.6	1.6	2.8	94.1
TUTTO CUCINA.....	100.0	15.5	4.8	4.0	5.6	1.1	1.0	7.3	7.1	84.5	.8	1.3	2.8	95.2
TUTTO MAGLIA.....	100.0	13.8	3.8	3.5	5.4	1.1	.6	6.1	7.2	86.2	.8	1.2	2.8	95.2
TUTTO MOTO.....	100.0	21.6	6.5	6.1	7.8	1.1	5.7	8.3	7.6	78.4	1.2	1.6	4.1	93.0
TUTTO MUSICA & SPETTACOLO.....	100.0	18.2	5.2	5.2	6.7	1.1	1.4	8.6	8.2	81.8	1.1	1.4	2.9	94.7
TUTTO TURISMO.....	100.0	18.8	4.9	5.0	7.8	1.1	2.0	8.1	8.7	81.2	1.1	1.6	2.7	94.5
TUTTO UNCINETTO.....	100.0	14.4	4.1	3.7	5.6	.9	.6	6.5	7.2	85.6	.7	1.3	2.9	95.1
VELA E MOTORE.....	100.0	22.1	4.4	5.3	11.2	1.3	3.3	9.0	9.9	77.9	1.4	1.6	4.0	92.9
VITAL.....	100.0	18.9	5.3	5.4	7.3	.8	1.5	8.4	9.0	81.1	1.1	1.5	2.6	94.8
WEEKEND.....	100.0	21.5	4.4	4.8	11.3	1.1	1.8	8.9	10.9	78.5	1.0	1.8	2.0	95.1
ZOOM.....	100.0	23.8	5.5	7.6	10.1	.6	8.0	8.0	7.8	76.2	2.5	1.1	4.5	92.0
DIANA (Quindicinale).....	100.0	15.5	4.2	4.2	6.2	.9	3.2	6.0	6.2	84.5	.9	1.3	2.7	95.2

Adulti

Lettori ultimo periodo

analisi secondo: ● possesso di una motocicletta, motorino o scooter (piccolo fino a 50 cc.) (percentuali di penetrazione)

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	29.6	3.6	5.9	18.2	1.9	8.9	8.2	12.4	70.4	.5	1.5	2.5	95.5
PERIODICI	100.0	32.0	3.9	6.6	19.9	1.7	9.8	9.3	13.0	68.0	.7	1.7	2.6	94.9
SETTIMANALI	100.0	32.3	3.9	6.7	20.1	1.7	10.0	9.4	13.0	67.7	.7	1.7	2.6	94.9
ALBO BLITZ.....	100.0	40.5	5.2	9.1	24.2	2.0	15.1	10.7	14.7	59.5	1.1	2.3	3.1	93.4
AMICA.....	100.0	31.6	3.7	6.5	19.7	1.7	8.4	9.0	14.3	68.4	.6	1.5	2.3	95.6
ANNA.....	100.0	30.9	3.8	6.4	19.0	1.7	7.5	9.0	14.3	69.1	.5	1.6	2.3	95.6
AUTOSPRINT.....	100.0	38.7	4.4	8.6	23.7	2.0	14.1	10.4	14.1	61.3	.8	2.1	2.7	94.4
BELLA.....	100.0	31.3	3.8	6.0	19.7	1.8	7.3	9.3	14.7	68.7	.5	1.5	2.2	95.8
CIAO 2001.....	100.0	42.8	5.4	11.4	24.0	2.1	14.0	12.1	16.8	57.2	.9	2.9	4.0	92.2
CONFIDENZE.....	100.0	30.6	3.7	6.2	18.8	1.9	7.3	9.1	14.2	69.4	.6	1.6	2.4	95.4
DOLLY.....	100.0	44.9	6.6	12.6	22.6	3.1	11.7	14.6	18.6	55.1	1.1	3.1	4.6	91.2
DOMENICA DEL CORRIERE.....	100.0	29.2	3.2	5.5	19.1	1.5	10.3	7.9	11.0	70.8	.5	1.3	2.1	96.2
DOMENICA QUIZ.....	100.0	30.6	3.7	6.0	19.2	1.6	10.6	7.7	12.3	69.4	.7	1.8	2.6	95.0
EPOCA.....	100.0	28.9	3.3	5.8	18.4	1.4	9.9	8.1	10.9	71.1	.5	1.4	2.2	95.9
L'ESPRESSO.....	100.0	29.7	3.5	6.2	18.7	1.3	10.7	8.0	11.1	70.3	.6	1.5	2.6	95.3
EUROPEO.....	100.0	28.7	3.3	5.8	18.3	1.3	10.5	7.6	10.5	71.3	.6	1.5	2.3	95.6
EVA EXPRESS.....	100.0	31.9	3.8	6.6	19.7	1.8	8.9	9.0	13.9	68.1	.6	1.6	2.3	95.6
FAMIGLIA CRISTIANA.....	100.0	33.0	3.7	6.3	21.2	1.8	9.8	9.6	13.6	67.0	.5	1.4	2.4	95.6
GENTE.....	100.0	29.1	3.5	5.9	18.1	1.6	8.6	8.2	12.3	70.9	.5	1.5	2.4	95.6
GIOIA.....	100.0	33.0	4.0	7.0	20.2	1.8	8.3	9.7	15.0	67.0	.6	1.7	2.5	95.2
IL GIORNALINO.....	100.0	36.0	5.5	8.0	20.3	2.1	10.5	11.1	14.3	64.0	1.0	2.6	3.2	93.2
GRAND HOTEL.....	100.0	33.0	4.1	6.8	19.9	2.1	9.3	9.5	14.1	67.0	.7	1.8	2.5	95.0
GRAZIA.....	100.0	31.2	3.7	6.4	19.4	1.7	8.5	9.0	13.8	68.8	.6	1.5	2.3	95.7
GUERIN SPORTIVO.....	100.0	40.0	5.6	9.5	23.1	1.8	14.7	11.2	14.1	60.0	.9	2.5	3.6	93.0
GUIDA CUCINA.....	100.0	29.5	3.7	6.1	17.9	1.8	7.4	8.7	13.4	70.5	.6	1.7	2.4	95.4
GUIDA TV.....	100.0	32.7	4.2	7.2	19.5	1.9	10.7	9.1	12.9	67.3	.7	1.8	2.6	94.8
INTIMITA'.....	100.0	30.9	3.8	6.0	19.2	1.8	7.3	9.3	14.3	69.1	.6	1.7	2.1	95.6
INTREPIDO.....	100.0	38.6	5.3	9.0	22.2	2.1	14.0	10.5	14.0	61.4	1.1	2.5	3.4	93.0
IL MONDO.....	100.0	28.0	4.1	5.7	17.0	1.1	10.4	7.1	10.5	72.0	1.0	1.5	1.8	95.7
MONDO ECONOMICO.....	100.0	28.4	3.5	6.2	17.6	1.2	10.8	7.4	10.2	71.6	.9	1.6	1.7	95.8
IL MONELLO.....	100.0	36.8	4.8	8.1	21.9	1.9	13.0	10.0	13.7	63.2	.9	2.3	3.1	93.7
NOVELLA 2000.....	100.0	32.9	4.2	7.0	19.9	1.8	9.7	9.6	13.6	67.1	.7	1.7	2.4	95.3
OGGI.....	100.0	29.6	3.5	5.9	18.6	1.6	8.9	8.4	12.4	70.4	.5	1.5	2.3	95.7
ONDA TV.....	100.0	34.5	5.1	7.7	19.6	2.1	11.0	10.0	13.5	65.5	.9	2.2	2.9	94.0
PANORAMA.....	100.0	30.8	3.5	6.3	19.6	1.4	11.0	8.3	11.6	69.2	.7	1.6	2.5	95.3
RADIOCORRIERE TV.....	100.0	31.8	4.1	6.8	19.3	1.6	10.4	9.0	12.4	68.2	.7	1.7	2.7	94.9
RAGAZZA IN.....	100.0	42.7	7.5	11.4	21.1	2.7	11.9	13.5	17.3	57.3	1.3	3.2	4.5	91.0
ROMBO.....	100.0	42.7	5.2	10.0	25.5	2.0	16.0	12.1	14.6	57.3	1.1	2.3	3.0	93.6
SORRISI E CANZONI TV.....	100.0	36.1	4.6	7.9	21.4	2.1	10.9	10.4	14.8	63.9	.7	2.0	2.9	94.4
STARTER.....	100.0	44.9	4.7	10.6	27.2	2.3	16.4	11.9	16.6	55.1	1.0	2.1	3.1	93.7
STOP.....	100.0	29.2	3.5	5.8	18.5	1.5	8.7	8.3	12.3	70.8	.5	1.4	2.0	96.1
TELESETTE.....	100.0	33.9	4.4	7.5	20.0	2.0	11.2	9.4	13.3	66.1	.8	2.0	2.7	94.5
TOPOLINO.....	100.0	35.7	5.1	8.1	20.6	1.9	11.7	10.1	13.9	64.3	.9	2.3	3.1	93.7

Lettori ultimo periodo

analisi secondo: ● possesso di una motocicletta, motorino o scooter (piccolo fino a 50 cc.) (percentuali di penetrazione)

	Totale	POSSESSORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSESSORI	INTENZIONE D'ACQUISTO			
			1985/1986	1983/1984	prima del 1983	non ricordo	deciso	deciso insieme	deciso altri		certamente si	probabilmente si	non so	no
TOTALE	100.0	29.6	3.6	5.9	18.2	1.9	8.9	8.2	12.4	70.4	.5	1.5	2.5	95.5
MENSILI	100.0	33.9	4.2	7.2	21.0	1.6	10.9	9.8	13.1	66.1	.8	2.0	2.7	94.5
ABITARE.....	100.0	28.0	3.6	5.3	17.8	1.3	9.6	7.2	11.2	72.0	.8	1.4	2.0	95.8
AD.....	100.0	28.4	3.6	5.3	18.3	1.2	10.1	7.3	10.9	71.6	.7	1.4	2.0	95.8
AIRONE.....	100.0	33.0	3.9	6.8	20.8	1.5	11.6	8.9	12.6	67.0	.7	1.6	2.3	95.4
ALTA FEDELTA'.....	100.0	41.9	5.3	9.9	25.1	1.6	14.6	11.8	15.5	58.1	.7	2.8	3.7	92.8
ASTRA.....	100.0	33.0	4.0	7.6	19.8	1.7	10.5	9.0	13.5	67.0	.7	1.8	2.8	94.6
ATLANTE.....	100.0	32.6	4.2	6.5	20.3	1.6	11.0	8.7	12.9	67.4	1.0	1.9	2.5	94.6
AUTO CAPITAL.....	100.0	36.2	4.3	7.8	22.8	1.3	13.1	9.6	13.5	63.8	.9	2.1	2.4	94.5
L'AUTOMOBILE.....	100.0	33.8	4.1	6.9	21.2	1.6	12.3	9.2	12.4	66.2	.7	1.8	2.5	95.0
BENISSIMO.....	100.0	33.5	4.2	7.2	20.1	2.0	7.7	10.1	15.6	66.5	.6	1.8	2.6	94.9
BRAVA CASA.....	100.0	25.8	3.4	4.8	16.0	1.5	6.6	7.3	11.9	74.2	.6	1.6	1.9	96.0
CAPITAL.....	100.0	29.7	4.0	6.0	18.5	1.2	10.9	7.9	11.0	70.3	.9	1.5	1.9	95.7
CASAVIVA.....	100.0	28.1	3.4	5.3	17.8	1.6	8.2	7.8	12.1	71.9	.6	1.5	2.0	95.9
100 COSE.....	100.0	40.7	4.6	9.5	24.4	2.1	12.5	11.7	16.5	59.3	.7	2.2	3.4	93.8
CONSIGLI PRATICI.....	100.0	31.2	4.2	6.3	18.7	2.0	7.2	10.0	14.0	68.8	.7	2.2	2.5	94.6
CORTO MALTESE.....	100.0	30.7	3.8	6.2	19.0	1.6	12.4	7.4	10.9	69.3	.5	1.5	2.5	95.5
COSMOPOLITAN.....	100.0	35.9	3.9	7.5	22.9	1.7	12.2	9.7	14.0	64.1	.7	1.7	2.6	95.0
LA CUCINA ITALIANA.....	100.0	29.8	3.7	6.1	18.4	1.5	8.3	8.6	12.9	70.2	.6	1.6	2.1	95.7
DONNAPIU'.....	100.0	34.7	3.9	6.9	22.1	1.8	9.7	9.8	15.2	65.3	.6	1.6	2.2	95.6
ESPANSIONE.....	100.0	26.8	4.9	4.8	15.8	1.2	10.1	6.7	10.0	73.2	1.5	1.4	1.4	95.7
FOTOGRAFARE.....	100.0	32.5	3.6	6.8	20.5	1.6	11.6	8.8	12.2	67.5	.6	2.1	2.5	94.8
GARDENIA.....	100.0	29.0	3.4	5.9	18.3	1.3	10.0	7.3	11.7	71.0	.8	1.3	2.3	95.6
GENTE MONEY.....	100.0	31.0	4.0	6.3	19.2	1.4	11.1	8.3	11.5	69.0	.8	1.6	2.2	95.5
GENTE MOTORI.....	100.0	38.0	4.7	8.3	23.2	1.8	14.1	10.5	13.5	62.0	.8	2.1	2.8	94.3
GENTE VIAGGI.....	100.0	34.0	3.9	6.9	21.7	1.5	12.2	9.1	12.7	66.0	.7	1.7	2.3	95.3
GIOIELLI.....	100.0	32.5	4.0	6.7	19.9	1.8	7.4	9.8	15.3	67.5	.6	1.6	2.4	95.3
INSIEME.....	100.0	26.6	2.9	4.9	16.9	1.9	8.3	7.3	11.1	73.4	.5	1.4	1.8	96.3
JESUS.....	100.0	36.0	4.1	7.6	22.5	1.8	10.2	11.4	14.3	64.0	.7	1.3	2.3	95.7
LEI.....	100.0	40.7	4.2	9.3	25.3	1.9	13.3	11.5	15.9	59.3	.7	1.9	2.8	94.6
LINUS.....	100.0	34.8	4.3	7.5	21.4	1.6	12.5	9.2	13.0	65.2	.8	2.1	2.8	94.3
MADRE.....	100.0	36.7	4.8	7.2	22.8	1.9	9.0	11.4	16.3	63.3	.7	1.4	2.2	95.7
MANI DI FATA.....	100.0	29.9	3.8	6.0	18.1	1.9	5.5	9.2	15.2	70.1	.5	1.6	2.5	95.3
MAX.....	100.0	39.3	4.3	9.2	24.3	1.6	14.0	10.8	14.5	60.7	.9	2.0	3.2	94.0
MESSAGGERO DI S.ANTONIO.....	100.0	31.2	3.5	6.3	19.3	2.0	8.6	9.2	13.4	68.8	.5	1.4	2.9	95.1
LA MIA CASA.....	100.0	27.2	3.8	5.0	16.9	1.6	8.0	7.7	11.5	72.8	.7	1.5	2.1	95.7
MILLEIDEE.....	100.0	31.7	3.9	6.5	19.5	1.8	7.2	9.6	15.0	68.3	.6	1.6	2.4	95.5
MODA.....	100.0	36.6	4.4	8.0	22.3	1.9	10.6	10.6	15.5	63.4	.7	1.9	2.9	94.6
MOTOCICLISMO.....	100.0	43.1	5.8	10.4	25.0	1.9	16.1	11.4	15.5	56.9	1.0	2.5	3.4	93.1
MUSIC.....	100.0	45.4	6.9	12.6	23.5	2.4	14.4	13.7	17.2	54.6	1.1	3.1	4.7	91.1
NATURA OGGI.....	100.0	33.8	3.9	6.7	21.4	1.7	11.9	9.0	12.9	66.2	.7	1.7	2.3	95.4
PESCARRE.....	100.0	37.2	4.8	7.3	23.6	1.5	14.6	9.7	12.8	62.8	1.0	2.1	2.2	94.7
PHOTO ITALIANA.....	100.0	34.7	4.3	7.8	21.0	1.7	12.6	9.4	12.6	65.3	.6	1.8	2.6	94.9
IL PIACERE.....	100.0	31.2	3.8	6.4	19.7	1.3	10.9	8.2	12.1	68.8	.5	1.7	2.2	95.5
PLAYMEN.....	100.0	35.9	5.4	7.7	21.2	1.6	14.8	8.7	12.4	64.1	1.0	2.3	3.1	93.6
PM.....	100.0	34.3	3.8	7.2	21.8	1.5	12.1	9.3	13.0	65.7	.7	1.7	2.6	95.0
QUATTORRUOTE.....	100.0	35.7	4.2	7.6	22.3	1.7	13.4	9.7	12.6	64.3	.8	1.9	2.7	94.6
QUI TOURING.....	100.0	28.3	3.3	5.6	18.1	1.3	9.9	7.4	11.0	71.7	.7	1.3	1.9	96.1
RAKAM.....	100.0	28.7	3.5	5.5	18.1	1.7	6.0	8.8	13.9	71.3	.5	1.7	2.2	95.6
ROCKSTAR.....	100.0	46.6	5.9	12.4	26.4	2.0	15.7	13.9	16.9	53.4	1.0	2.5	4.2	92.2
SALVE.....	100.0	32.3	3.6	6.6	20.4	1.6	10.3	8.9	13.1	67.7	.6	1.5	2.4	95.6
SCIENZA 2000.....	100.0	33.9	5.5	8.0	18.1	2.3	10.4	11.0	12.5	66.1	.5	2.1	4.1	93.2
SCIENZA E VITA NUOVA.....	100.0	37.5	5.2	8.2	22.6	1.5	12.3	11.5	13.7	62.5	.8	1.8	3.2	94.2
LE SCIENZE.....	100.0	29.6	3.5	6.2	18.7	1.2	10.4	8.2	11.0	70.4	.5	1.5	2.9	95.0
SELEZIONE DAL R.DIGEST.....	100.0	33.0	3.8	6.7	20.8	1.7	10.6	9.4	13.1	67.0	.6	1.6	2.4	95.4
STARBENE.....	100.0	32.4	3.6	6.9	20.2	1.7	9.9	9.1	13.4	67.6	.6	1.6	2.4	95.4
STORIA ILLUSTRATA.....	100.0	30.3	3.7	6.1	19.1	1.4	10.8	8.2	11.3	69.7	.6	1.5	2.5	95.4
SUPER GOL.....	100.0	39.7	6.1	9.4	22.3	1.9	15.3	10.7	13.8	60.3	1.0	2.4	3.9	92.8
IL TENNIS ITALIANO.....	100.0	34.5	5.5	8.2	18.9	1.9	12.3	9.8	12.3	65.5	.8	2.1	3.4	93.7
TUTTO CUCINA.....	100.0	30.7	3.8	5.9	19.2	1.9	8.0	8.7	14.0	69.3	.6	1.6	2.3	95.5
TUTTO MAGLIA.....	100.0	29.6	4.1	6.0	17.5	1.9	5.6	9.4	14.6	70.4	.6	1.7	2.3	95.4
TUTTO MOTO.....	100.0	44.1	6.0	10.9	25.3	1.9	16.3	11.8	16.0	55.9	1.1	2.8	3.7	92.4
TUTTO MUSICA & SPETTACOLO.....	100.0	45.1	6.9	12.1	23.6	2.5	14.4	13.6	17.1	54.9	1.2	3.0	4.5	91.3
TUTTO TURISMO.....	100.0	35.5	4.3	7.6	22.0	1.6	12.5	9.7	13.3	64.5	.8	1.8	2.6	94.7
TUTTO UNCINETTO.....	100.0	31.4	4.2	6.4	18.6	2.2	6.1	9.5	15.8	68.6	.6	1.7	2.5	95.2
VELA E MOTORE.....	100.0	33.6	4.7	7.7	20.0	1.3	12.4	8.6	12.6	66.4	.9	2.0	2.7	94.3
VITAL.....	100.0	41.5	4.8	10.7	24.5	1.4	15.2	11.6	14.7	58.5	.9	2.2	2.6	94.3
WEEKEND.....	100.0	32.2	4.4	7.2	19.2	1.4	10.7	8.4	13.1	67.8	1.2	1.9	1.9	94.9
ZOOM.....	100.0	33.5	3.3	7.4	21.5	1.3	12.7	8.4	12.4	66.5	.9	2.1	1.8	95.1
DIANA (Quindicinale).....	100.0	35.2	4.1	6.2	22.7	2.1	13.8	9.6	11.8	64.8	.7	2.0	2.4	94.9

Lettori ultimo periodo

analisi secondo: ● possesso di una motocicletta, motorino o scooter (piccolo fino a 50 cc.) (percentuali di penetrazione)

	Totale	POSSES-SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES-SORI	INTENZIONE D'ACQUISTO			
			1985/1986	1983/1984	prima del 1983	non ricordo	deciso io	deciso insieme	deciso altri		certa-mente si	probabil-mente si	non so	no
TOTALE	100.0	32.7	3.8	6.8	20.3	1.9	13.9	8.5	10.3	67.3	.6	1.6	2.6	95.2
PERIODICI	100.0	35.2	4.3	7.5	21.9	1.5	14.5	9.3	11.5	64.8	.9	1.8	2.7	94.7
SETTIMANALI	100.0	35.3	4.4	7.7	21.9	1.4	14.8	9.3	11.2	64.7	.9	1.8	2.7	94.6
ALBO BLITZ	100.0	41.3	5.3	9.4	24.6	2.0	15.9	10.8	14.6	58.7	1.2	2.4	3.2	93.2
AMICA	100.0	33.4	4.1	6.9	21.0	1.5	13.2	8.7	11.5	66.6	.8	2.0	2.4	94.7
ANNA	100.0	33.1	4.0	6.7	20.8	1.6	13.1	8.8	11.2	66.9	.7	2.0	2.3	95.0
AUTOSPRINT	100.0	39.4	4.5	8.8	24.1	2.0	15.2	10.4	13.8	60.6	.8	2.2	2.7	94.2
BELLA	100.0	35.1	4.2	7.1	22.0	1.8	14.4	9.4	11.3	64.9	.7	1.8	2.2	95.3
CIAO 2001	100.0	44.4	5.3	10.7	27.1	1.4	16.1	11.7	16.6	55.6	.9	2.7	3.7	92.7
CONFIDENZE	100.0	35.3	4.2	7.5	21.8	1.8	15.2	9.4	10.8	64.7	.7	1.7	2.4	95.2
DOLLY	100.0	50.0	7.6	13.6	26.7	2.1	17.9	13.9	18.2	50.0	1.6	3.1	4.6	90.7
DOMENICA DEL CORRIERE	100.0	31.1	3.4	5.9	20.4	1.4	13.5	8.1	9.5	68.9	.5	1.4	2.1	96.0
DOMENICA QUIZ	100.0	31.8	3.8	6.2	20.3	1.5	13.4	7.6	10.8	68.2	.7	2.0	2.6	94.6
EPOCA	100.0	30.2	3.4	6.1	19.4	1.3	12.5	8.1	9.6	69.8	.5	1.5	2.4	95.6
L'ESPRESSO	100.0	31.0	3.6	6.5	19.6	1.2	12.7	8.1	10.2	69.0	.7	1.6	2.7	95.1
EUROPEO	100.0	30.0	3.5	6.2	19.0	1.2	12.2	7.8	9.9	70.0	.6	1.6	2.5	95.3
EVA EXPRESS	100.0	35.6	4.2	7.4	22.4	1.6	14.9	9.1	11.7	64.4	.8	1.8	2.4	95.0
FAMIGLIA CRISTIANA	100.0	36.0	4.0	7.1	23.1	1.8	15.0	9.9	11.1	64.0	.7	1.6	2.2	95.5
GENTE	100.0	32.2	3.9	6.8	20.1	1.4	13.5	8.3	10.4	67.8	.7	1.7	2.6	95.0
GIOIA	100.0	35.5	4.4	7.5	22.1	1.6	14.3	9.6	11.7	64.5	.9	2.0	2.5	94.6
IL GIORNALINO	100.0	39.6	6.4	9.4	21.4	2.4	15.7	11.1	12.8	60.4	1.3	2.6	3.6	92.5
GRAND HOTEL	100.0	36.1	4.3	7.6	22.3	2.0	15.0	9.4	11.7	63.9	.8	2.0	2.5	94.6
GRAZIA	100.0	33.7	4.1	7.0	21.2	1.4	13.6	9.0	11.2	66.3	.8	1.8	2.3	95.0
GUERIN SPORTIVO	100.0	40.3	5.7	9.4	23.4	1.7	15.4	11.1	13.8	59.7	.9	2.6	3.6	92.8
GUIDA CUCINA	100.0	32.0	4.1	6.5	19.9	1.6	13.6	8.6	9.9	68.0	.7	2.0	2.7	94.5
GUIDA TV	100.0	35.2	4.5	7.9	21.0	1.7	14.7	9.2	11.3	64.8	.9	1.9	2.8	94.5
INTIMITA'	100.0	35.6	4.2	7.1	22.5	1.8	15.1	9.3	11.3	64.4	.9	1.9	2.2	95.1
INTREPIDO	100.0	40.0	5.5	9.3	23.1	2.1	15.8	10.6	13.6	60.0	1.2	2.6	3.5	92.7
IL MONDO	100.0	28.0	4.4	6.0	16.5	1.0	11.0	7.0	10.0	72.0	1.2	1.6	1.8	95.5
MONDO ECONOMICO	100.0	27.6	3.4	5.9	17.3	1.0	11.3	7.0	9.3	72.4	1.0	1.6	1.6	95.8
IL MONELLO	100.0	38.7	5.1	8.7	23.1	1.8	15.4	10.3	13.0	61.3	1.0	2.5	3.3	93.3
NOVELLA 2000	100.0	36.6	4.5	7.8	22.5	1.8	15.3	9.6	11.7	63.4	.8	1.9	2.5	94.8
OGGI	100.0	32.0	3.7	6.6	20.3	1.4	13.5	8.4	10.2	68.0	.7	1.6	2.4	95.3
ONDA TV	100.0	37.5	5.6	8.6	21.3	1.9	15.8	9.8	11.9	62.5	1.1	2.2	3.0	93.7
PANORAMA	100.0	32.3	3.7	6.7	20.6	1.3	13.0	8.5	10.8	67.7	.8	1.7	2.6	95.0
RADIOCORRIERE TV	100.0	34.4	4.3	7.5	21.0	1.5	14.1	9.1	11.1	65.6	.8	1.9	2.9	94.4
RAGAZZA IN	100.0	48.7	8.8	13.0	24.5	2.4	18.5	13.5	16.7	51.3	1.8	3.6	4.2	90.4
ROMBO	100.0	42.8	5.2	9.9	25.7	2.0	16.3	12.1	14.4	57.2	1.1	2.4	3.0	93.5
SORRISI E CANZONI TV	100.0	39.1	5.0	8.8	23.4	1.9	15.6	10.5	13.0	60.9	.9	2.2	3.1	93.9
STARTER	100.0	45.7	4.7	10.8	27.8	2.4	16.9	12.0	16.8	54.3	1.0	2.2	3.2	93.6
STOP	100.0	34.4	4.1	7.1	21.7	1.5	15.0	8.8	10.6	65.8	.7	1.6	1.9	95.8
TELESETTE	100.0	36.6	4.7	8.3	21.8	1.8	15.1	9.5	12.0	63.4	1.0	2.1	2.9	94.0
TOPOLINO	100.0	38.8	5.7	9.2	22.2	1.7	15.3	10.4	13.0	61.2	1.1	2.5	3.3	93.1

Lettori ultimo periodo

analisi secondo: ● possesso di una motocicletta, motorino o scooter (piccolo fino a 50 cc.) (percentuali di penetrazione)

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certa- mente sì	probabil- mente sì	non so	no
TOTALE	100.0	32.7	3.8	6.8	20.3	1.9	13.9	8.5	10.3	67.3	.6	1.6	2.6	95.2
MENSILI	100.0	36.8	4.3	8.0	22.9	1.5	15.2	9.5	12.1	63.2	1.1	2.0	2.8	94.1
ABITARE.....	100.0	29.1	4.1	6.0	17.8	1.2	11.9	7.3	9.9	70.9	1.2	1.6	2.0	95.2
AD.....	100.0	29.9	4.4	6.0	18.5	1.0	12.3	7.9	9.7	70.1	1.1	1.8	2.3	94.9
AIRONE.....	100.0	34.6	4.2	7.3	21.6	1.5	13.5	9.2	11.9	65.4	.8	1.7	2.4	95.2
ALTA FEDELTA'.....	100.0	43.3	5.6	10.2	26.0	1.5	15.8	11.9	15.6	56.7	.8	3.0	3.8	92.4
ASTRA.....	100.0	34.4	4.3	7.7	21.1	1.4	13.9	8.9	11.6	65.6	.9	2.0	3.1	94.0
ATLANTE.....	100.0	34.7	4.9	7.2	20.9	1.6	13.0	9.1	12.6	65.3	1.3	2.3	2.7	93.6
AUTO CAPITAL.....	100.0	36.6	4.3	8.0	23.0	1.2	13.8	9.7	13.1	63.4	.9	2.2	2.3	94.5
L'AUTOMOBILE.....	100.0	34.9	4.3	7.2	22.0	1.5	14.4	9.2	11.4	65.1	.7	1.8	2.6	94.8
BENISSIMO.....	100.0	41.3	6.5	10.0	22.9	1.9	15.7	11.3	14.2	58.7	1.3	3.0	3.7	91.9
BRAVA CASA.....	100.0	28.4	4.0	5.6	17.3	1.6	12.5	7.0	8.9	71.6	.9	1.9	2.3	94.9
CAPITAL.....	100.0	30.4	4.4	6.3	18.7	1.0	12.4	7.9	10.1	69.6	1.0	1.6	1.9	95.4
CASAVIVA.....	100.0	29.2	3.7	5.6	18.4	1.6	12.8	7.3	9.2	70.8	.8	1.7	2.1	95.4
100 COSE.....	100.0	42.9	5.9	10.1	25.2	1.7	15.8	11.5	15.6	57.1	1.2	3.0	3.5	92.3
CONSIGLI PRATICI.....	100.0	36.1	5.9	6.6	21.6	2.1	15.4	9.6	11.2	63.9	.9	2.4	2.5	94.2
CORTO MALTESE.....	100.0	31.9	4.3	7.2	18.8	1.7	12.4	8.8	10.7	68.1	.4	1.9	3.0	94.7
COSMOPOLITAN.....	100.0	37.8	4.7	8.1	23.6	1.4	14.7	10.2	12.9	62.2	1.0	2.1	2.9	94.1
LA CUCINA ITALIANA.....	100.0	32.8	4.4	6.8	20.1	1.4	13.6	8.7	10.5	67.2	.8	1.7	2.6	94.9
DONNAPIU'.....	100.0	36.5	4.3	7.1	23.2	1.9	13.8	9.9	12.8	63.5	.9	2.2	2.4	94.4
ESPANSIONE.....	100.0	26.6	5.6	4.8	15.1	1.1	11.1	6.4	9.1	73.4	1.9	1.6	1.4	95.1
FOTOGRAFARE.....	100.0	33.0	3.5	6.8	21.2	1.6	12.9	8.8	11.3	67.0	.7	2.2	2.5	94.6
GARDENIA.....	100.0	31.0	4.0	6.7	18.9	1.4	12.9	7.7	10.3	69.0	1.0	1.3	2.2	95.5
GENTE MONEY.....	100.0	31.5	4.4	6.5	19.5	1.2	12.8	8.4	10.3	68.5	.8	1.7	2.1	95.4
GENTE MOTORI.....	100.0	38.8	4.9	8.5	23.7	1.8	15.5	10.5	12.9	61.2	.9	2.1	2.8	94.1
GENTE VIAGGI.....	100.0	35.0	4.0	7.3	22.3	1.4	14.0	9.3	11.6	65.0	.7	1.9	2.3	95.1
GIOIELLI.....	100.0	39.1	5.5	8.4	23.3	1.9	14.8	11.0	13.3	60.9	1.2	2.5	2.9	93.5
INSIEME.....	100.0	28.4	3.6	5.0	17.7	2.2	12.7	6.8	8.9	71.6	.7	2.2	1.9	95.1
JESUS.....	100.0	35.5	4.1	7.2	22.6	1.7	14.3	10.4	10.8	64.5	.7	1.3	2.0	96.0
LEI.....	100.0	43.6	5.6	9.8	26.8	1.4	16.0	12.2	15.4	56.4	1.3	2.6	3.1	93.0
LINUS.....	100.0	36.4	4.7	8.3	22.0	1.3	14.3	9.6	12.4	63.6	.9	2.3	2.9	93.9
MADRE.....	100.0	38.1	5.2	7.6	23.5	1.8	15.7	10.2	12.2	61.9	1.3	1.6	1.7	95.5
MANI DI FATA.....	100.0	33.2	4.1	6.4	20.9	1.8	13.9	8.6	10.8	66.8	1.1	2.4	2.4	94.1
MAX.....	100.0	40.5	4.1	9.6	25.4	1.3	15.2	11.4	13.9	59.5	.9	2.0	3.1	94.0
MESSAGGERO DI S.ANTONIO.....	100.0	34.6	3.8	7.1	21.7	1.9	14.6	9.7	10.3	65.4	.7	1.5	2.8	95.1
LA MIA CASA.....	100.0	29.4	4.3	5.5	18.2	1.4	13.6	7.1	8.7	70.6	.9	1.9	2.0	95.1
MILLEIDEE.....	100.0	38.3	5.5	8.4	22.6	1.8	14.9	10.4	12.9	61.7	1.1	2.6	3.0	93.2
MODA.....	100.0	39.7	4.8	8.8	24.4	1.8	15.2	10.9	13.6	60.3	.8	2.1	2.9	94.2
MOTOCICLISMO.....	100.0	44.0	6.0	10.8	25.3	1.9	16.7	11.7	15.6	56.0	1.0	2.6	3.4	92.9
MUSIC.....	100.0	47.0	7.5	12.9	24.8	1.9	17.2	13.4	16.5	53.0	1.3	2.9	4.2	91.6
NATURA OGGI.....	100.0	35.7	4.4	7.7	21.9	1.6	14.5	9.3	11.8	64.3	.9	1.7	2.4	95.0
PESCCARE.....	100.0	37.7	4.8	7.3	24.0	1.5	15.6	9.7	12.4	62.3	1.0	2.2	2.2	94.6
PHOTO ITALIANA.....	100.0	36.9	4.7	8.5	22.0	1.8	14.0	10.3	12.6	63.1	.7	2.1	2.8	94.5
IL PIACERE.....	100.0	32.7	4.4	6.4	20.7	1.2	12.0	9.0	11.7	67.3	.6	2.2	2.3	94.9
PLAYMEN.....	100.0	36.4	5.5	7.9	21.5	1.6	15.4	8.8	12.2	63.6	1.0	2.4	3.2	93.4
PM.....	100.0	35.5	4.0	7.5	22.5	1.4	13.5	9.7	12.3	64.5	.8	2.0	2.6	94.6
QUATTORRUOTE.....	100.0	36.3	4.3	7.7	22.7	1.6	14.8	9.7	11.9	63.7	.8	2.0	2.8	94.4
QUI TOURING.....	100.0	29.9	3.7	6.2	18.8	1.1	12.0	7.6	10.3	70.1	.9	1.4	1.8	95.8
RAKAM.....	100.0	32.3	4.4	6.2	20.2	1.5	13.4	8.7	10.2	67.7	1.1	2.0	2.5	94.3
ROCKSTAR.....	100.0	47.2	5.7	12.0	27.9	1.6	16.9	13.3	16.9	52.8	1.1	2.5	3.8	92.6
SALVE.....	100.0	33.8	3.9	6.9	21.6	1.5	13.7	8.9	11.2	66.2	.7	1.7	2.6	95.0
SCIENZA 2000.....	100.0	35.1	6.0	8.3	18.6	2.2	12.4	10.8	11.8	64.9	.5	2.3	4.3	92.9
SCIENZA E VITA NUOVA.....	100.0	39.6	5.8	9.1	23.3	1.5	14.6	12.1	13.0	60.4	.9	1.8	3.4	93.9
LE SCIENZE.....	100.0	30.5	3.5	6.7	19.2	1.1	11.8	8.3	10.4	69.5	.6	1.6	3.1	94.7
SELEZIONE DAL R.DIGEST.....	100.0	34.7	4.0	7.1	22.1	1.5	14.3	9.3	11.0	65.3	.7	1.7	2.4	95.2
STARBENE.....	100.0	34.2	3.9	7.2	21.5	1.6	14.0	9.0	11.1	65.8	.8	1.7	2.6	94.9
STORIA ILLUSTRATA.....	100.0	31.8	3.8	6.6	20.0	1.4	12.5	8.4	10.8	68.2	.7	1.7	2.6	94.9
SUPER GOL.....	100.0	40.2	6.3	9.6	22.5	1.9	16.0	10.7	13.5	59.8	1.0	2.4	3.9	92.7
IL TENNIS ITALIANO.....	100.0	35.9	5.9	8.9	19.1	1.9	13.6	10.3	12.0	64.1	.8	2.2	3.7	93.3
TUTTO CUCINA.....	100.0	33.7	4.0	6.5	21.6	1.6	14.7	8.6	10.5	66.3	.6	1.8	2.3	95.3
TUTTO MAGLIA.....	100.0	33.1	4.3	7.0	19.9	1.9	13.6	8.5	11.0	66.9	1.0	2.4	2.4	94.1
TUTTO MOTO.....	100.0	45.1	6.2	11.1	25.9	1.9	17.3	11.9	15.9	54.9	1.1	2.9	3.8	92.1
TUTTO MUSICA & SPETTACOLO.....	100.0	48.5	7.8	12.9	25.8	2.0	17.9	13.5	17.1	51.5	1.5	3.3	4.6	90.7
TUTTO TURISMO.....	100.0	36.5	4.2	7.6	23.1	1.6	14.6	9.8	12.1	63.5	.8	1.9	2.4	94.8
TUTTO UNCINETTO.....	100.0	38.0	5.3	8.5	22.1	2.2	15.3	10.2	12.6	62.0	1.1	2.6	2.9	93.4
VELA E MOTORE.....	100.0	35.9	5.1	8.5	21.1	1.2	14.9	8.8	12.2	64.1	1.1	2.3	3.0	93.6
VITAL.....	100.0	40.4	4.6	9.1	25.6	1.2	14.2	11.0	15.2	59.6	1.9	3.3	2.5	92.3
WEEKEND.....	100.0	32.5	4.6	7.4	19.2	1.2	12.4	8.1	12.0	67.5	1.5	2.1	1.7	94.6
ZOOM.....	100.0	33.4	3.2	7.1	21.9	1.2	12.7	8.4	12.2	66.6	.9	2.2	1.7	95.2
DIANA (Quindicinale).....	100.0	35.6	4.3	6.2	23.1	2.0	15.1	9.7	10.8	64.4	.7	2.2	2.4	94.7

Donne

Lettori ultimo periodo

analisi secondo: ● possesso di una motocicletta, motorino o scooter (piccolo fino a 50 cc.) (percentuali di penetrazione)

	Totale	POSSES-SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES-SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	26.6	3.4	5.1	16.2	2.0	4.3	7.9	14.4	73.4	.4	1.4	2.4	95.8
PERIODICI	100.0	29.1	3.5	5.7	18.0	1.9	5.4	9.4	14.4	70.9	.5	1.6	2.6	95.2
SETTIMANALI	100.0	29.7	3.5	5.8	18.5	1.9	5.7	9.5	14.5	70.3	.6	1.7	2.6	95.2
ALBO BLITZ.....	100.0	33.3	3.9	6.5	20.6	2.2	8.8	9.3	15.2	66.7	.8	1.3	2.6	95.3
AMICA.....	100.0	31.2	3.6	6.4	19.4	1.7	7.1	9.0	15.0	68.8	.5	1.4	2.3	95.8
ANNA.....	100.0	30.4	3.7	6.4	18.7	1.7	6.4	9.0	15.0	69.6	.5	1.5	2.3	95.8
AUTOSPRINT.....	100.0	35.0	4.1	7.4	21.6	2.0	8.4	10.4	16.3	65.0	.5	1.6	2.4	95.4
BELLA.....	100.0	30.7	3.7	5.8	19.4	1.8	6.1	9.3	15.3	69.3	.5	1.4	2.2	95.9
CIAO 2001.....	100.0	41.1	5.4	12.2	20.4	3.0	11.6	12.4	17.1	58.9	.9	3.1	4.4	91.6
CONFIDENZE.....	100.0	29.6	3.6	5.9	18.2	1.9	5.6	9.1	14.9	70.4	.5	1.6	2.4	95.5
DOLLY.....	100.0	43.5	6.3	12.3	21.5	3.4	10.0	14.8	18.6	56.5	.9	3.1	4.7	91.3
DOMENICA DEL CORRIERE.....	100.0	26.1	2.8	4.7	16.9	1.6	4.9	7.5	13.7	73.9	.3	1.0	2.1	96.6
DOMENICA QUIZ.....	100.0	28.8	3.5	5.9	17.7	1.8	6.6	7.7	14.5	71.2	.6	1.4	2.5	95.5
EPOCA.....	100.0	26.7	3.1	5.2	16.7	1.6	5.6	8.0	13.1	73.3	.4	1.2	2.0	96.3
L'ESPRESSO.....	100.0	27.2	3.2	5.6	16.8	1.5	6.8	7.8	12.7	72.8	.5	1.4	2.3	95.8
EUROPEO.....	100.0	25.3	2.9	4.7	16.3	1.5	6.0	7.1	12.2	74.7	.4	1.1	1.9	96.6
EVA EXPRESS.....	100.0	30.2	3.6	6.2	18.6	1.8	6.4	9.0	14.9	69.8	.5	1.5	2.2	95.8
FAMIGLIA CRISTIANA.....	100.0	30.3	3.4	5.6	19.5	1.8	5.2	9.3	15.8	69.7	.4	1.3	2.6	95.7
GENTE.....	100.0	26.9	3.3	5.3	16.6	1.7	5.1	8.1	13.7	73.1	.4	1.3	2.2	96.1
GIOIA.....	100.0	32.4	3.9	6.8	19.8	1.8	6.9	9.8	15.8	67.6	.5	1.6	2.6	95.3
IL GIORNALINO.....	100.0	32.8	4.8	6.8	19.4	1.8	6.0	11.1	15.6	67.2	.6	2.5	2.9	93.9
GRAND HOTEL.....	100.0	31.0	4.1	6.3	18.4	2.2	5.7	9.6	15.7	69.0	.6	1.7	2.5	95.2
GRAZIA.....	100.0	30.5	3.6	6.2	19.0	1.8	7.1	9.0	14.4	69.5	.5	1.4	2.2	95.9
GUERIN SPORTIVO.....	100.0	37.7	5.1	9.7	20.3	2.7	9.4	12.3	16.0	62.3	.7	2.1	3.3	93.9
GUIDA CUCINA.....	100.0	28.9	3.5	6.0	17.4	1.9	5.7	8.8	14.3	71.1	.5	1.6	2.3	95.6
GUIDA TV.....	100.0	29.8	3.8	6.3	17.6	2.0	6.0	9.0	14.8	70.2	.6	1.8	2.5	95.1
INTIMITA'.....	100.0	29.7	3.7	5.8	18.4	1.8	5.4	9.3	15.1	70.3	.5	1.6	2.1	95.8
INTREPIDO.....	100.0	32.7	4.3	7.4	18.6	2.4	6.8	10.3	15.6	67.3	.8	1.8	2.9	94.5
IL MONDO.....	100.0	28.0	2.7	4.5	19.2	1.6	7.8	7.4	12.8	72.0	.3	1.0	1.8	96.9
MONDO ECONOMICO.....	100.0	32.1	4.0	7.3	18.9	2.0	8.5	9.4	14.2	67.9	.5	1.4	2.2	95.9
IL MONELLO.....	100.0	32.2	4.2	6.7	19.2	2.1	7.5	9.4	15.4	67.8	.7	1.7	2.8	94.8
NOVELLA 2000.....	100.0	30.8	4.0	6.6	18.4	1.8	6.6	9.6	14.7	69.2	.6	1.6	2.3	95.5
OGGI.....	100.0	27.7	3.4	5.3	17.2	1.7	5.2	8.4	14.1	72.3	.4	1.4	2.2	96.0
ONDA TV.....	100.0	31.4	4.5	6.7	17.8	2.4	6.1	10.1	15.2	68.6	.6	2.3	2.9	94.2
PANORAMA.....	100.0	28.2	3.2	5.7	17.7	1.6	7.2	7.9	13.0	71.8	.5	1.3	2.3	95.9
RADIOCORRIERE TV.....	100.0	28.2	3.7	5.7	17.0	1.8	5.2	8.7	14.3	71.8	.5	1.5	2.4	95.5
RAGAZZA IN.....	100.0	40.5	7.0	10.9	19.9	2.8	9.5	13.5	17.5	59.5	1.1	3.0	4.6	91.3
ROMBO.....	100.0	41.4	5.1	10.9	23.7	1.8	12.4	12.2	16.9	58.6	.8	1.7	3.7	93.8
SORRISI E CANZONI TV.....	100.0	33.4	4.3	7.2	19.6	2.3	6.7	10.3	16.4	66.6	.6	1.8	2.8	94.8
STARTER.....	100.0	33.1	4.5	7.9	18.8	1.9	9.2	9.6	14.4	66.9	.8	1.5	2.5	95.3
STOP.....	100.0	26.3	3.2	5.0	16.6	1.4	5.0	8.0	13.3	73.7	.4	1.2	2.0	96.3
TELESETTE.....	100.0	30.5	4.1	6.5	17.7	2.2	6.1	9.4	15.0	69.5	.6	1.8	2.6	95.1
TOPOLINO.....	100.0	32.0	4.5	6.7	18.7	2.0	7.3	9.8	14.9	68.0	.7	2.0	2.9	94.4

Lettori ultimo periodo

analisi secondo: ● possesso di una motocicletta, motorino o scooter (piccolo fino a 50 cc.) (percentuali di penetrazione)

	Totale	POSSESSORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSESSORI	INTENZIONE D'ACQUISTO			
			1985/1986	1983/1984	prima del 1983	non ricordo	deciso	deciso insieme	deciso altri		certainamente sì	probabilmente sì	non so	no
TOTALE	100.0	26.6	3.4	5.1	16.2	2.0	4.3	7.9	14.4	73.4	.4	1.4	2.4	95.8
MENSILI	100.0	31.0	4.1	6.3	19.0	1.6	6.5	10.2	14.3	69.0	.6	1.9	2.6	94.9
ABITARE	100.0	26.8	3.0	4.5	17.9	1.5	7.0	7.2	12.6	73.2	.4	1.1	1.9	96.6
AD	100.0	26.8	2.7	4.6	18.1	1.4	7.9	6.8	12.2	73.2	.4	1.0	1.8	96.8
AIRONE	100.0	31.1	3.5	6.2	19.8	1.5	9.2	8.5	13.4	68.9	.6	1.5	2.2	95.7
ALTA FEDELTA'	100.0	34.2	3.5	8.2	20.3	2.3	8.1	10.7	15.5	65.8	.3	1.7	2.9	95.1
ASTRA	100.0	32.4	3.8	7.5	19.3	1.8	9.1	9.0	14.3	67.6	.7	1.7	2.7	94.9
ATLANTE	100.0	29.7	3.2	5.4	19.4	1.7	8.2	8.1	13.4	70.3	.5	1.3	2.2	96.0
AUTO CAPITAL	100.0	33.9	4.2	6.4	21.5	1.8	8.9	8.9	16.1	66.1	.7	1.6	2.9	94.8
L'AUTOMOBILE	100.0	30.7	3.8	6.2	18.9	1.9	6.2	9.2	15.3	69.3	.5	1.5	2.3	95.7
BENISSIMO	100.0	33.0	4.1	7.0	19.9	2.0	7.2	10.1	15.7	67.0	.6	1.7	2.6	95.2
BRAVA CASA	100.0	24.9	3.2	4.6	15.6	1.5	4.6	7.3	12.9	75.1	.5	1.4	1.8	96.3
CAPITAL	100.0	28.2	3.2	5.3	18.0	1.8	7.4	7.8	13.0	71.8	.4	1.3	2.0	96.3
CASAVIVA	100.0	27.6	3.3	5.2	17.4	1.7	5.9	8.0	13.6	72.4	.5	1.4	1.9	96.1
100 COSE	100.0	40.3	4.4	9.4	24.3	2.2	11.8	11.7	16.7	59.7	.5	2.0	3.3	94.1
CONSIGLI PRATICI	100.0	29.9	3.8	6.2	18.0	1.9	5.0	10.1	14.8	70.1	.6	2.1	2.6	94.7
CORTO MALTESE	100.0	28.2	2.8	4.4	19.4	1.5	12.4	4.4	11.4	71.8	.6	.8	1.7	97.0
COSMOPOLITAN	100.0	35.1	3.5	7.3	22.5	1.8	11.1	9.5	14.5	64.9	.6	1.5	2.5	95.5
LA CUCINA ITALIANA	100.0	28.1	3.4	5.7	17.4	1.6	5.3	8.5	14.2	71.9	.5	1.5	1.9	96.1
DONNAPIU'	100.0	34.4	3.8	6.9	21.9	1.8	8.9	9.8	15.6	65.6	.5	1.5	2.2	95.8
ESPANSIONE	100.0	27.4	3.0	4.9	17.9	1.6	7.3	7.4	12.7	72.6	.3	.9	1.5	97.3
FOTOGRAFARE	100.0	30.9	3.9	6.7	18.4	1.8	6.9	8.7	15.2	69.1	.6	1.6	2.5	95.3
GARDENIA	100.0	27.4	2.9	5.2	17.9	1.3	7.6	7.0	12.8	72.6	.6	1.3	2.4	95.7
GENTE MONEY	100.0	30.0	3.4	6.1	18.7	1.7	7.8	8.2	13.9	70.0	.6	1.4	2.3	95.7
GENTE MOTORI	100.0	34.6	4.2	7.5	20.9	2.1	8.0	10.5	16.1	65.4	.6	1.7	2.6	95.1
GENTE VIAGGI	100.0	32.3	3.6	6.4	20.6	1.6	9.0	8.8	14.5	67.7	.6	1.4	2.2	95.7
GIOIELLI	100.0	31.7	3.8	6.6	19.5	1.8	6.5	9.7	15.5	68.3	.5	1.6	2.4	95.5
INSIEME	100.0	26.0	2.7	4.9	16.6	1.8	6.7	7.5	11.8	74.0	.4	1.2	1.7	96.7
JESUS	100.0	36.6	4.1	8.1	22.3	2.0	5.9	12.6	18.1	63.4	.7	1.4	2.5	95.4
LEI	100.0	40.1	3.9	9.2	25.0	2.0	12.7	11.3	16.0	59.9	.6	1.8	2.7	94.9
LINUS	100.0	32.5	3.7	6.4	20.4	1.9	10.0	8.6	13.9	67.5	.6	1.8	2.7	94.9
MADRE	100.0	36.0	4.6	7.0	22.5	1.9	5.5	12.1	18.4	64.0	.5	1.3	2.5	95.8
MANI DI FATA	100.0	29.6	3.7	6.0	17.9	1.9	4.8	9.2	15.5	70.4	.5	1.5	2.6	95.4
MAX	100.0	37.2	4.5	8.4	22.4	2.0	11.9	9.9	15.5	62.8	1.0	1.9	3.3	93.9
MESSAGGERO DI S.ANTONIO	100.0	28.8	3.3	5.8	17.6	2.1	4.5	8.8	15.5	71.2	.4	1.4	3.0	95.1
LA MIA CASA	100.0	25.7	3.4	4.6	16.0	1.7	4.3	8.1	13.4	74.3	.6	1.2	2.1	96.1
MILLEIDEE	100.0	31.1	3.7	6.4	19.2	1.8	6.4	9.5	15.2	68.9	.5	1.5	2.3	95.7
MODA	100.0	35.3	4.2	7.7	21.4	2.0	8.7	10.4	16.3	64.7	.6	1.8	2.9	94.7
MOTOCICLISMO	100.0	34.4	3.6	6.3	22.5	2.0	10.2	9.2	15.0	65.6	.7	1.4	2.5	95.4
MUSIC	100.0	43.4	6.3	12.3	21.9	2.9	11.0	14.2	18.2	56.6	1.0	3.3	5.3	90.5
NATURA OGGI	100.0	31.4	3.3	5.4	20.7	1.9	8.5	8.7	14.2	68.6	.5	1.6	2.1	95.9
PESCARE	100.0	32.8	4.0	7.4	20.0	1.4	6.3	10.0	16.6	67.2	.8	1.3	2.3	95.7
PHOTO ITALIANA	100.0	28.7	3.2	5.8	18.3	1.4	8.8	7.2	12.7	71.3	.5	1.2	2.1	96.2
IL PIACERE	100.0	29.3	2.9	6.5	18.4	1.6	9.6	7.2	12.6	70.7	.5	1.1	2.1	96.4
PLAYMEN	100.0	28.6	3.2	5.4	18.0	1.9	6.5	7.5	14.7	71.4	.5	1.5	1.9	96.1
PM	100.0	32.6	3.4	6.7	20.8	1.7	9.9	8.7	13.9	67.4	.5	1.4	2.5	95.6
QUATTRO RUOTE	100.0	32.9	3.9	6.8	20.3	1.9	7.7	9.7	15.6	67.1	.6	1.6	2.5	95.3
QUI TOURING	100.0	26.1	2.7	4.7	17.0	1.6	6.9	7.1	12.1	73.9	.4	1.1	1.9	96.6
RAKAM	100.0	28.4	3.5	5.4	17.9	1.7	5.2	8.8	14.3	71.6	.4	1.6	2.2	95.7
ROCKSTAR	100.0	45.2	6.3	13.2	22.9	2.8	13.0	15.2	17.0	54.8	.9	2.6	5.1	91.4
SALVE	100.0	31.4	3.5	6.5	19.7	1.7	8.2	9.0	14.2	68.6	.5	1.4	2.3	95.9
SCIENZA 2000	100.0	31.0	4.1	7.2	17.0	2.6	5.6	11.4	14.0	69.0	.6	1.5	3.8	94.1
SCIENZA E VITA NUOVA	100.0	34.4	4.4	6.8	21.6	1.6	9.0	10.6	14.8	65.6	.5	1.8	2.9	94.8
LE SCIENZE	100.0	27.2	3.3	5.1	17.2	1.5	6.9	7.7	12.5	72.8	.4	1.3	2.6	95.7
SELEZIONE DAL R.DIGEST	100.0	31.2	3.5	6.3	19.4	1.9	6.5	9.4	15.3	68.8	.4	1.5	2.4	95.7
STARBENE	100.0	31.4	3.5	6.7	19.5	1.7	7.6	9.1	14.6	68.6	.5	1.5	2.3	95.7
STORIA ILLUSTRATA	100.0	26.1	3.2	4.8	16.8	1.4	6.1	7.5	12.5	73.9	.3	1.1	2.0	96.6
SUPER GOL	100.0	35.0	4.5	7.2	20.8	2.6	7.8	10.4	16.7	65.0	.9	1.9	3.4	93.8
IL TENNIS ITALIANO	100.0	28.7	3.7	4.9	18.3	1.9	7.3	7.9	13.5	71.3	.7	1.6	2.2	95.4
TUTTO CUCINA	100.0	29.6	3.7	5.7	18.3	2.0	5.6	8.7	15.2	70.4	.6	1.6	2.3	95.5
TUTTO MAGLIA	100.0	29.0	4.1	5.9	17.2	1.9	4.3	9.5	15.2	71.0	.5	1.6	2.3	95.6
TUTTO MOTO	100.0	38.0	4.7	9.5	21.7	2.1	10.1	11.5	16.4	62.0	.8	2.0	3.0	94.2
TUTTO MUSICA & SPETTACOLO	100.0	41.6	6.0	11.2	21.4	3.1	10.9	13.7	17.0	58.4	1.0	2.7	4.5	91.9
TUTTO TURISMO	100.0	33.7	4.3	7.8	19.9	1.7	8.5	9.6	15.6	66.3	.9	1.7	2.9	94.6
TUTTO SCINETTO	100.0	30.6	4.1	6.2	18.2	2.2	4.9	9.4	16.2	69.4	.6	1.6	2.4	95.4
VELA E MOTORE	100.0	26.0	3.4	5.0	16.2	1.5	4.5	7.8	13.7	74.0	.5	1.0	2.0	96.5
VITAL	100.0	41.9	4.9	11.4	24.1	1.5	15.6	11.8	14.5	58.1	.5	1.7	2.6	95.2
WEEKEND	100.0	31.7	4.0	6.9	19.1	1.7	7.8	9.0	14.9	68.3	.7	1.6	2.3	95.4
ZOOM	100.0	35.0	4.2	10.7	17.8	2.2	12.8	8.1	14.1	65.0	1.1	1.1	3.3	94.5
DIANA (Quindicinale)	100.0	33.4	3.5	6.2	21.2	2.5	8.0	9.3	16.1	66.6	.7	1.1	2.3	95.8

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● possesso di una motocicletta, motorino o scooter (piccolo fino a 50 cc.) (percentuali di penetrazione)

	Totale	POSSES-SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES-SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso io	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	22.5	3.1	3.5	14.2	1.7	3.1	6.9	12.4	77.5	.3	1.2	1.6	96.9
PERIODICI	100.0	24.4	3.2	3.8	15.8	1.5	3.5	8.3	12.6	75.6	.5	1.5	1.8	96.3
SETTIMANALI	100.0	24.5	3.0	3.8	16.1	1.6	3.5	8.4	12.6	75.5	.4	1.6	1.9	96.2
ALBO BLITZ	100.0	24.9	3.2	4.0	15.3	2.4	8.1	6.0	10.8	75.1	.4	1.1	1.9	96.6
AMICA	100.0	25.2	3.4	4.6	15.8	1.5	3.3	7.9	14.0	74.8	.4	1.2	1.5	96.9
ANNA	100.0	25.2	3.5	4.6	15.7	1.5	3.0	8.2	14.0	74.8	.4	1.3	1.6	96.7
AUTOSPRINT	100.0	27.9	4.2	4.5	16.7	2.5	6.5	7.7	13.7	72.1	.3	1.6	2.0	96.1
BELLA	100.0	26.1	3.4	4.3	16.9	1.6	3.2	8.6	14.3	73.9	.4	1.3	1.5	96.8
CHIAO 2001	100.0	22.7	3.3	4.4	13.4	1.6	5.1	6.1	11.5	77.3	.4	1.0	2.3	96.3
CONFIDENZE	100.0	25.0	3.2	4.1	16.0	1.7	3.1	8.2	13.7	75.0	.4	1.4	1.7	96.5
DOLLY	100.0	32.6	5.2	5.8	19.1	2.4	3.4	10.8	18.5	67.4	.7	2.0	1.9	95.3
DOMENICA DEL CORRIERE	100.0	22.0	2.6	3.6	14.3	1.5	3.9	6.7	11.4	78.0	.2	.9	1.6	97.3
DOMENICA QUIZ	100.0	23.1	2.9	3.6	14.8	1.8	4.4	6.7	12.0	76.9	.5	1.1	1.6	96.8
EPOCA	100.0	21.7	2.8	3.6	13.9	1.4	3.7	7.0	11.1	78.3	.3	1.0	1.4	97.3
L'ESPRESSO	100.0	20.8	2.8	3.5	13.3	1.2	4.4	6.1	10.3	79.2	.4	1.2	1.6	96.9
EUROPEO	100.0	20.2	2.5	3.4	13.0	1.2	4.1	6.2	9.8	79.8	.3	1.0	1.5	97.2
EVA EXPRESS	100.0	24.9	3.3	4.2	15.8	1.6	3.4	8.1	13.4	75.1	.4	1.2	1.4	97.0
FAMIGLIA CRISTIANA	100.0	25.6	3.1	3.9	17.0	1.6	3.6	8.3	13.7	74.4	.3	1.2	1.7	96.8
GENTE	100.0	22.4	3.0	3.7	14.2	1.5	3.0	7.2	12.1	77.6	.3	1.1	1.5	97.0
GIOIA	100.0	26.5	3.7	4.6	16.7	1.5	3.0	8.7	14.8	73.5	.4	1.4	1.6	96.6
IL GIORNALINO	100.0	27.4	3.7	5.0	17.1	1.6	3.4	9.3	14.7	72.6	.6	2.4	1.7	95.4
GRAND HOTEL	100.0	26.3	3.7	4.2	16.4	2.0	3.4	8.7	14.3	73.7	.5	1.4	1.6	96.5
GRAZIA	100.0	24.1	3.2	4.2	15.2	1.5	3.2	7.8	13.1	75.9	.4	1.2	1.4	97.0
GUERIN SPORTIVO	100.0	28.6	3.8	4.6	17.1	3.1	8.5	7.3	12.8	71.4	.4	1.3	1.9	96.3
GUIDA CUCINA	100.0	23.8	3.2	4.1	14.9	1.6	3.1	7.8	12.9	76.2	.4	1.4	1.5	96.7
GUIDA TV	100.0	24.0	3.1	3.8	15.3	1.8	3.8	7.6	12.6	76.0	.5	1.3	1.5	96.7
INTIMITA'	100.0	25.8	3.4	4.2	16.5	1.7	3.2	8.5	14.2	74.2	.4	1.4	1.6	96.6
INTREPIDO	100.0	26.0	3.6	4.4	15.5	2.5	4.9	7.7	13.3	74.0	.6	1.3	2.0	96.0
IL MONDO	100.0	18.7	2.3	2.8	12.3	1.3	4.0	6.1	8.6	81.3	.3	1.1	1.4	97.2
MONDO ECONOMICO	100.0	22.1	2.6	3.5	14.5	1.5	4.5	7.0	10.6	77.9	.3	1.1	1.3	97.3
IL MONELLO	100.0	24.9	3.5	3.9	15.5	2.0	4.6	7.4	13.0	75.1	.5	1.3	1.8	96.4
NOVELLA 2000	100.0	25.3	3.5	4.3	15.9	1.7	3.7	8.3	13.3	74.7	.4	1.3	1.5	96.8
OGGI	100.0	23.3	3.1	3.8	14.8	1.5	3.3	7.5	12.5	76.7	.3	1.2	1.6	96.9
ONDA TV	100.0	25.3	3.7	4.1	15.5	2.0	3.5	8.6	13.3	74.7	.4	1.7	1.5	96.3
PANORAMA	100.0	21.3	2.7	3.6	13.7	1.4	4.3	6.3	10.8	78.7	.3	1.1	1.6	97.0
RADIOCORRIERE TV	100.0	23.8	3.4	4.0	14.9	1.5	3.4	7.7	12.7	76.2	.4	1.3	1.5	96.8
RAGAZZA IN	100.0	31.3	5.2	5.7	18.1	2.3	3.3	10.5	17.4	68.7	.7	1.9	2.0	95.3
ROMBO	100.0	26.4	4.6	5.1	15.1	1.5	6.7	7.1	12.6	73.6	.3	1.6	2.3	95.9
SORRISI E CANZONI TV	100.0	27.7	3.8	4.7	17.1	2.1	3.5	9.0	15.2	72.3	.5	1.6	1.7	96.3
STARTER	100.0	22.3	3.1	3.7	13.0	2.5	9.7	4.1	8.5	77.7	.3	.6	2.1	96.9
STOP	100.0	22.1	2.9	3.5	14.4	1.3	3.0	7.4	11.7	77.9	.3	1.0	1.4	97.3
TELESETTE	100.0	25.3	3.4	4.1	15.7	2.0	3.7	8.1	13.4	74.7	.5	1.4	1.6	96.6
TOPOLINO	100.0	25.2	3.6	4.2	15.6	1.8	3.7	8.1	13.4	74.8	.6	1.6	1.6	96.1

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● possesso di una motocicletta, motorino o scooter (piccolo fino a 50 cc.) (percentuali di penetrazione)

	Totale	POSSES-SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES-SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certa- menta si	probabil- menta si	non so	no
TOTALE.....	100.0	22.5	3.1	3.5	14.2	1.7	3.1	6.9	12.4	77.5	.3	1.2	1.6	96.9
MENSILI.....	100.0	25.9	4.0	4.2	16.6	1.1	3.7	9.2	13.0	74.1	.5	1.7	1.7	96.2
ABITARE.....	100.0	20.0	2.7	3.0	13.0	1.2	3.8	6.0	10.2	80.0	.3	1.0	1.2	97.5
AD.....	100.0	18.6	2.7	3.0	11.8	1.0	3.9	5.4	9.3	81.4	.3	1.0	1.3	97.4
AIRONE.....	100.0	23.0	2.8	3.7	15.1	1.3	5.3	6.6	11.0	77.0	.3	1.2	1.3	97.2
ALTA FEDELTA'.....	100.0	24.0	2.8	3.9	15.7	1.6	5.6	6.9	11.5	76.0	.2	1.3	2.3	96.2
ASTRA.....	100.0	24.6	3.5	5.0	15.0	1.1	4.2	7.3	13.1	75.4	.6	1.2	1.6	96.6
ATLANTE.....	100.0	22.6	2.9	3.6	14.7	1.4	4.7	6.5	11.4	77.4	.4	1.1	1.2	97.2
AUTO CAPITAL.....	100.0	23.9	3.9	4.4	14.3	1.4	4.7	7.6	11.6	76.1	.5	1.3	1.7	96.6
L'AUTOMOBILE.....	100.0	26.1	3.4	4.4	16.4	1.9	4.5	8.1	13.5	73.9	.4	1.3	1.5	96.8
BENISSIMO.....	100.0	26.7	3.7	4.5	16.8	1.7	3.0	9.1	14.6	73.3	.5	1.6	1.6	96.4
BRAVA CASA.....	100.0	22.4	3.2	3.8	14.0	1.4	3.1	7.0	12.3	77.6	.4	1.3	1.4	96.9
CAPITAL.....	100.0	21.2	3.2	3.7	12.8	1.6	4.1	6.6	10.5	78.8	.4	1.2	1.4	97.0
CASAVIVA.....	100.0	23.7	3.2	4.1	14.8	1.6	3.6	7.5	12.6	76.3	.4	1.4	1.5	96.7
100 COSE.....	100.0	27.2	3.2	4.4	17.9	1.7	4.1	8.3	14.9	72.8	.4	1.2	1.5	96.9
CONSIGLI PRATICI.....	100.0	26.7	3.3	4.8	16.6	1.9	3.7	9.0	14.0	73.3	.6	2.0	2.0	95.4
CORTO MALTESE.....	100.0	21.6	2.6	1.4	17.3	.2	12.2	4.7	4.7	78.4	.2	.4	1.4	98.0
COSMOPOLITAN.....	100.0	23.9	3.2	4.3	15.2	1.2	5.0	7.3	11.7	76.1	.5	1.2	1.3	97.0
LA CUCINA ITALIANA.....	100.0	24.5	3.2	4.3	15.5	1.4	3.5	7.8	13.2	75.5	.4	1.4	1.4	96.8
DONNAPIU'.....	100.0	26.9	3.6	4.8	17.1	1.5	4.1	8.6	14.2	73.1	.4	1.4	1.4	96.8
ESPANSIONE.....	100.0	18.2	3.1	3.8	10.1	1.2	3.2	5.9	9.1	81.8	.3	1.0	1.0	97.8
FOTOGRAFARE.....	100.0	25.6	3.6	4.6	15.5	2.0	4.9	7.5	13.1	74.4	.6	1.7	1.9	95.8
GARDENIA.....	100.0	21.3	2.6	3.7	14.2	.9	3.8	6.3	11.2	78.7	.5	1.6	1.8	96.1
GENTE MONEY.....	100.0	21.7	2.8	3.8	13.6	1.5	3.7	7.1	10.9	78.3	.4	1.3	1.3	97.0
GENTE MOTORI.....	100.0	28.2	3.8	4.6	17.2	2.5	5.9	8.4	13.9	71.8	.4	1.4	1.6	96.6
GENTE VIAGGI.....	100.0	24.6	3.5	4.3	15.4	1.4	4.6	7.4	12.6	75.4	.5	1.2	1.5	96.8
GIOIELLI.....	100.0	26.1	3.5	4.5	16.6	1.6	3.1	8.5	14.5	73.9	.4	1.4	1.6	96.6
INSIEME.....	100.0	21.2	2.2	3.0	14.3	1.8	4.4	6.3	10.5	78.8	.3	.9	1.2	97.6
JESUS.....	100.0	30.7	3.5	5.4	20.0	1.8	3.6	11.0	16.0	69.3	.5	1.3	1.3	96.9
LEI.....	100.0	27.5	3.9	4.9	17.3	1.4	4.7	8.2	14.7	72.5	.5	1.3	1.4	96.8
LINUS.....	100.0	23.2	3.1	3.6	15.1	1.4	4.7	6.4	12.1	76.8	.4	1.3	1.7	96.6
MADRE.....	100.0	33.2	4.6	5.9	20.9	1.8	3.6	12.1	17.5	66.8	.4	1.3	1.6	96.7
MANI DI FATA.....	100.0	25.5	3.6	4.2	16.0	1.7	2.4	8.5	14.6	74.5	.4	1.5	1.9	96.3
MAX.....	100.0	22.8	3.6	4.3	14.0	.9	4.4	6.7	11.6	77.2	.6	1.2	1.7	96.4
MESSAGGERO DI S.ANTONIO.....	100.0	23.0	2.9	3.5	15.2	1.4	2.8	7.4	12.8	77.0	.3	1.4	1.7	96.6
LA MIA CASA.....	100.0	23.5	3.3	3.9	14.5	1.7	3.1	8.0	12.4	76.5	.5	1.1	1.7	96.7
MILLEIDEE.....	100.0	25.8	3.4	4.5	16.4	1.6	3.1	8.5	14.2	74.2	.4	1.3	1.6	96.7
MODA.....	100.0	27.1	3.8	4.7	17.1	1.6	3.6	8.6	14.9	72.9	.4	1.4	1.6	96.6
MOTOCICLISMO.....	100.0	26.6	3.6	3.8	16.7	2.5	8.6	6.9	11.1	73.4	.4	1.0	1.5	97.1
MUSIC.....	100.0	23.6	2.9	4.4	14.5	1.8	6.8	6.3	10.5	76.4	.4	1.0	2.4	96.2
NATURA OGGI.....	100.0	23.9	2.8	3.7	15.6	1.8	4.7	7.2	12.0	76.1	.4	1.3	1.2	97.1
PESCARE.....	100.0	29.3	3.8	6.7	16.7	2.1	6.0	8.3	15.0	70.7	.6	1.3	1.6	96.4
PHOTO ITALIANA.....	100.0	19.8	2.8	3.4	12.7	1.0	5.6	5.7	8.5	80.2	.4	1.0	1.4	97.2
IL PIACERE.....	100.0	20.7	2.8	4.5	12.0	1.3	3.6	5.7	11.4	79.3	.3	1.1	1.9	96.7
PLAYMEN.....	100.0	20.8	2.6	3.5	12.3	2.3	6.4	5.8	8.6	79.2	.7	1.0	1.8	96.6
PM.....	100.0	22.0	2.8	3.7	14.5	1.1	5.5	5.9	10.6	78.0	.4	1.1	1.5	97.0
QUATTORRUOTE.....	100.0	26.2	3.6	4.5	16.0	2.1	5.3	7.9	13.1	73.8	.4	1.4	1.8	96.4
QUI TOURING.....	100.0	20.4	2.4	3.2	13.3	1.5	3.9	6.4	10.1	79.6	.2	.9	1.3	97.5
RAKAM.....	100.0	24.2	3.2	3.9	15.6	1.5	2.8	8.0	13.4	75.8	.3	1.6	1.6	96.5
ROCKSTAR.....	100.0	26.1	4.6	4.4	15.9	1.2	11.9	4.8	9.4	73.9	.5	1.0	2.8	95.8
SALVE.....	100.0	24.3	3.2	4.3	15.3	1.4	3.8	7.7	12.8	75.7	.4	1.3	1.5	96.8
SCIENZA 2000.....	100.0	22.0	3.0	3.1	14.9	1.0	2.8	7.3	11.8	78.0	.3	1.6	3.2	94.9
SCIENZA E VITA NUOVA.....	100.0	24.6	2.7	3.9	16.7	1.3	4.1	8.3	12.2	75.4	.3	1.6	2.2	95.9
LE SCIENZE.....	100.0	21.1	2.2	3.0	14.8	1.1	5.2	5.7	10.2	78.9	.3	1.0	1.9	96.8
SELEZIONE DAL R.DIGEST.....	100.0	25.5	3.2	4.2	16.3	1.7	3.8	8.1	13.6	74.5	.3	1.3	1.6	96.8
STARBENE.....	100.0	24.9	3.3	4.7	15.4	1.4	3.7	7.9	13.3	75.1	.5	1.4	1.6	96.5
STORIA ILLUSTRATA.....	100.0	21.5	2.5	3.3	14.1	1.5	4.7	6.4	10.4	78.5	.3	1.1	1.3	97.3
SUPER GOL.....	100.0	27.7	3.6	4.8	16.5	2.8	7.3	7.2	13.3	72.3	.4	1.3	1.9	96.3
IL TENNIS ITALIANO.....	100.0	20.4	3.2	3.5	12.1	1.6	4.3	6.5	9.7	79.6	.5	1.5	1.5	96.4
TUTTO CUCINA.....	100.0	25.6	3.5	4.1	16.2	1.8	3.6	8.2	13.8	74.4	.5	1.5	1.6	96.4
TUTTO MAGLIA.....	100.0	26.0	3.9	4.3	16.1	1.7	2.6	9.0	14.4	74.0	.5	1.5	1.7	96.4
TUTTO MOTO.....	100.0	30.7	4.8	4.9	18.1	2.9	8.4	8.0	14.3	69.3	.5	1.3	1.6	96.7
TUTTO MUSICA & SPETTACOLO.....	100.0	27.8	3.9	4.9	16.9	2.3	4.6	8.2	15.0	72.2	.6	1.6	2.0	95.8
TUTTO TURISMO.....	100.0	26.1	3.7	4.8	16.2	1.4	4.5	8.0	13.7	73.9	.6	1.3	1.5	96.6
TUTTO UNCINETTO.....	100.0	26.7	3.8	4.3	16.6	1.9	2.9	8.6	15.2	73.3	.5	1.4	1.7	96.4
VELA E MOTORE.....	100.0	24.0	2.9	4.4	15.3	1.5	4.6	7.5	12.0	76.0	.4	1.1	1.2	97.2
VITAL.....	100.0	23.6	3.5	3.5	15.6	1.1	4.9	7.0	11.7	76.4	.3	.8	1.1	97.8
WEEKEND.....	100.0	23.0	3.3	4.6	14.0	1.1	3.4	7.8	11.8	77.0	.5	1.3	1.3	97.0
ZOOM.....	100.0	24.5	2.2	3.2	16.6	2.4	9.7	4.4	10.3	75.5	.2	.8	.7	98.3
DIANA (Quindicinale).....	100.0	26.5	3.3	3.9	16.6	2.7	6.0	7.3	13.2	73.5	.3	.9	1.4	97.4

Lettori ultimo periodo

analisi secondo: ● possesso di una motocicletta, motorino o scooter (medio da 50 a 250 cc.) (percentuali di penetrazione)

	Totale	POSSES-SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES-SORI	INTENZIONE D'ACQUISTO			
			1985/1986	1983/1984	prima del 1983	non ricordo	deciso io	deciso insieme	deciso altri		certain-mente si	probabil-mente si	non so	no
TOTALE	100.0	9.5	1.8	2.5	4.6	.5	3.0	2.5	4.0	90.5	.2	.8	2.0	97.0
PERIODICI	100.0	10.8	2.2	3.0	5.1	.5	3.5	2.8	4.5	89.2	.3	.9	2.1	96.8
SETTIMANALI	100.0	10.9	2.1	3.0	5.2	.6	3.4	2.9	4.6	89.1	.3	.9	2.0	96.8
ALBO BLITZ.....	100.0	15.2	2.9	4.9	6.6	.8	7.3	3.7	4.3	84.8	.6	1.8	2.7	94.9
AMICA.....	100.0	10.1	2.0	2.5	5.1	.5	1.9	2.8	5.3	89.9	.3	.8	1.7	97.2
ANNA.....	100.0	9.8	2.0	2.4	4.9	.5	1.5	2.9	5.4	90.2	.3	.7	1.7	97.3
AUTOSPRINT.....	100.0	15.6	3.1	4.7	7.1	.7	7.7	4.0	4.0	84.4	.5	1.6	2.1	95.8
BELLA.....	100.0	9.4	2.1	2.2	4.6	.5	1.3	2.8	5.3	90.6	.2	.6	1.6	97.6
CIAO 2001.....	100.0	15.1	3.3	4.8	6.4	.7	6.2	3.6	5.4	84.9	.8	1.7	3.3	94.2
CONFIDENZE.....	100.0	9.1	2.0	2.1	4.4	.5	1.4	2.7	5.0	90.9	.2	.6	1.8	97.4
DOLLY.....	100.0	11.1	2.7	2.8	4.7	.8	2.1	3.0	6.0	88.9	.4	1.3	3.8	94.4
DOMENICA DEL CORRIERE.....	100.0	9.9	1.9	2.8	4.8	.5	3.7	2.5	3.7	90.1	.2	.8	1.7	97.3
DOMENICA QUIZ.....	100.0	11.8	2.1	3.1	6.0	.6	4.5	2.8	4.4	88.2	.3	1.2	2.1	96.4
EPOCA.....	100.0	10.7	2.2	2.9	5.2	.5	3.9	2.8	4.0	89.3	.3	.9	1.7	97.2
L'ESPRESSO.....	100.0	11.8	2.3	3.2	5.9	.5	5.0	3.0	3.8	88.2	.5	1.0	2.0	96.6
EUROPEO.....	100.0	11.6	2.2	3.2	5.8	.5	5.2	2.9	3.6	88.4	.4	1.0	1.8	96.8
EVA EXPRESS.....	100.0	10.1	2.1	2.6	4.9	.6	2.7	2.7	4.7	89.9	.3	.8	1.7	97.2
FAMIGLIA CRISTIANA.....	100.0	10.6	2.0	2.8	5.2	.6	3.2	2.9	4.5	89.4	.2	.7	1.9	97.2
GENTE.....	100.0	9.8	2.0	2.6	4.7	.5	2.9	2.7	4.3	90.2	.3	.8	1.9	97.0
GIOIA.....	100.0	10.0	2.1	2.4	4.9	.5	1.7	2.8	5.5	90.0	.3	.7	1.9	97.1
IL GIORNALINO.....	100.0	11.7	2.5	3.1	5.4	.7	3.5	3.3	5.0	88.3	.6	1.1	2.3	96.1
GRAND HOTEL.....	100.0	10.1	2.1	2.6	4.8	.6	2.8	2.8	4.6	89.9	.2	.9	2.0	96.8
GRAZIA.....	100.0	10.0	2.1	2.4	5.0	.5	1.9	2.9	5.3	90.0	.3	.8	1.7	97.2
GUERIN SPORTIVO.....	100.0	16.1	3.4	5.1	6.9	.7	7.6	3.9	4.5	83.9	.8	1.9	2.9	94.3
GUIDA CUCINA.....	100.0	9.4	2.0	2.2	4.6	.6	1.8	2.7	4.9	90.6	.2	.7	1.7	97.3
GUIDA TV.....	100.0	10.7	2.2	2.9	4.9	.7	3.9	2.7	4.0	89.3	.4	1.0	2.1	96.5
INTIMITA'.....	100.0	9.3	2.0	2.3	4.5	.6	1.6	2.8	4.9	90.7	.2	.6	1.6	97.6
INTREPIDO.....	100.0	13.1	2.7	4.0	5.7	.6	6.0	3.3	3.9	86.9	.6	1.7	2.9	94.8
IL MONDO.....	100.0	12.6	2.0	3.2	6.9	.5	6.3	3.3	3.0	87.4	.6	1.2	1.3	96.9
MONDO ECONOMICO.....	100.0	11.9	2.2	3.0	6.2	.5	6.1	2.7	3.1	88.1	.4	1.1	1.3	97.2
IL MONELLO.....	100.0	13.2	2.6	3.9	6.0	.7	5.7	3.2	4.4	86.8	.6	1.5	2.6	95.4
NOVELLA 2000.....	100.0	10.3	2.2	2.8	4.8	.6	2.9	2.9	4.6	89.7	.3	.9	1.9	97.0
OGGI.....	100.0	10.0	2.0	2.6	4.9	.5	3.1	2.7	4.3	90.0	.3	.8	1.8	97.1
ONDA TV.....	100.0	10.6	2.3	2.7	4.8	.8	3.7	2.8	4.1	89.4	.4	1.1	2.3	96.2
PANORAMA.....	100.0	12.4	2.3	3.4	6.3	.5	5.2	3.2	4.1	87.6	.5	1.0	1.9	96.6
RADIOCORRIERE TV.....	100.0	11.1	2.3	3.1	5.2	.6	4.0	2.9	4.2	88.9	.4	1.1	2.2	96.4
RAGAZZA IN.....	100.0	11.6	3.1	2.8	4.9	.8	2.3	3.1	6.2	88.4	.6	1.4	3.7	94.3
ROMBO.....	100.0	17.6	3.7	5.5	7.5	.8	9.0	4.6	4.0	82.4	.7	1.7	2.4	95.2
SORRISI E CANZONI TV.....	100.0	11.6	2.5	3.2	5.3	.7	3.7	3.1	4.8	88.4	.4	1.1	2.3	96.2
STARTER.....	100.0	18.7	3.5	6.1	8.3	.8	9.6	4.6	4.5	81.3	.7	1.9	2.7	94.7
STOP.....	100.0	9.3	1.9	2.4	4.4	.5	2.6	2.5	4.1	90.7	.3	.7	1.7	97.4
TELESETTE.....	100.0	11.3	2.3	3.1	5.2	.7	4.2	2.9	4.1	88.7	.4	1.2	2.2	96.3
TOPOLINO.....	100.0	12.3	2.7	3.4	5.5	.6	4.5	3.2	4.6	87.7	.6	1.3	2.4	95.7

Lettori ultimo periodo

analisi secondo: ● possesso di una motocicletta, motorino o scooter (medio da 50 a 250 cc.) (percentuali di penetrazione)

	Totale	POSSESSORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSESSORI	INTENZIONE D'ACQUISTO			
			1985/1986	1983/1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certainemente si	probabilmente si	non so	no
TOTALE	100.0	9.5	1.8	2.5	4.6	.5	3.0	2.5	4.0	90.5	.2	.8	2.0	97.0
MENSILI	100.0	11.7	2.3	3.2	5.7	.5	4.2	3.0	4.5	88.3	.4	1.0	2.4	96.2
ABITARE.....	100.0	10.4	2.0	2.6	5.4	.5	3.9	2.7	3.8	89.6	.5	.9	1.5	97.1
AD.....	100.0	12.2	2.1	3.1	6.5	.5	4.6	3.1	4.5	87.8	.6	1.3	1.6	96.5
AIRONE.....	100.0	12.8	2.7	3.3	6.2	.6	4.9	3.4	4.5	87.2	.6	1.2	1.7	96.6
ALTA FEDELTA'.....	100.0	17.7	3.6	5.6	7.9	.6	8.1	4.5	5.1	82.3	1.2	2.3	3.0	93.6
ASTRA.....	100.0	11.2	2.3	2.9	5.3	.6	3.2	2.8	5.2	88.8	.4	1.0	2.2	96.4
ATLANTE.....	100.0	11.7	2.3	3.0	5.7	.6	4.2	3.1	4.4	88.3	.6	1.1	1.9	96.4
AUTO CAPITAL.....	100.0	16.6	2.8	4.8	8.4	.7	8.3	4.0	4.3	83.4	.5	1.6	2.0	95.9
L'AUTOMOBILE.....	100.0	12.6	2.5	3.6	6.0	.5	5.3	3.2	4.0	87.4	.4	1.1	2.0	96.5
BENISSIMO.....	100.0	9.5	2.2	2.1	4.6	.6	.9	2.8	5.8	90.5	.2	.7	1.9	97.1
BRAVA CASA.....	100.0	9.1	1.8	2.2	4.6	.5	2.1	2.6	4.4	90.9	.3	.8	1.4	97.6
CAPITAL.....	100.0	13.0	2.3	3.5	6.7	.4	5.9	3.2	3.9	87.0	.5	1.1	1.5	96.9
CASAVIVA.....	100.0	9.7	2.0	2.3	4.9	.5	2.7	2.7	4.3	90.3	.2	.7	1.4	97.6
100 COSE.....	100.0	11.6	2.7	2.8	5.5	.6	2.3	2.9	6.5	88.4	.5	1.2	2.7	95.6
CONSIGLI PRATICI.....	100.0	8.4	1.9	2.1	3.8	.6	1.5	2.7	4.2	91.6	.2	.5	1.7	97.6
CORTO MALTESE.....	100.0	13.6	2.7	3.3	6.6	1.1	6.2	3.4	4.1	86.4	.7	1.5	1.9	95.8
COSMOPOLITAN.....	100.0	12.1	2.5	3.1	6.0	.5	3.4	3.1	5.6	87.9	.5	1.0	2.0	96.6
LA CUCINA ITALIANA.....	100.0	10.1	2.0	2.7	5.0	.4	2.5	2.8	4.8	89.9	.3	.7	1.6	97.3
DONNAPIU'.....	100.0	10.0	2.1	2.4	5.0	.5	1.8	2.8	5.5	90.0	.3	.7	1.6	97.5
ESPANSIONE.....	100.0	11.1	1.6	3.1	6.1	.3	5.2	2.7	3.3	88.9	.7	.8	.9	97.6
FOTOGRAFARE.....	100.0	13.8	2.5	3.9	6.7	.7	6.8	3.5	3.5	86.2	.4	1.2	2.0	96.5
GARDENIA.....	100.0	11.2	2.0	3.1	5.7	.5	3.7	3.0	4.5	88.8	.3	.8	1.5	97.5
GENTE MONEY.....	100.0	12.7	2.4	3.3	6.4	.5	5.6	3.2	3.8	87.3	.4	1.0	1.6	97.0
GENTE MOTORI.....	100.0	14.7	3.0	4.4	6.7	.7	6.7	3.8	4.2	85.3	.5	1.4	2.3	95.8
GENTE VIAGGI.....	100.0	13.6	2.5	3.8	6.8	.6	5.7	3.5	4.4	86.4	.5	1.2	1.8	96.6
GIOIELLI.....	100.0	9.2	2.0	2.0	4.7	.5	1.0	2.8	5.4	90.8	.2	.6	1.7	97.4
INSIEME.....	100.0	8.1	1.9	1.8	4.0	.5	1.9	2.4	3.8	91.9	.2	.6	1.3	97.9
JESUS.....	100.0	11.9	2.1	2.8	6.3	.7	3.4	3.2	5.3	88.1	.1	.7	1.7	97.5
LEI.....	100.0	12.0	2.7	2.9	6.0	.4	2.3	3.1	6.6	88.0	.6	1.1	2.3	96.1
LINUS.....	100.0	14.1	2.8	3.8	6.8	.7	5.6	3.5	4.9	85.9	.8	1.6	2.2	95.4
MADRE.....	100.0	11.0	2.2	2.6	5.6	.6	2.5	3.2	5.3	89.0	.1	.6	1.5	97.7
MANI DI FATA.....	100.0	8.4	1.8	1.8	4.2	.6	.7	2.6	5.1	91.6	.1	.5	1.9	97.4
MAX.....	100.0	16.9	2.8	4.8	8.5	.8	7.7	4.0	5.2	83.1	.6	1.6	2.5	95.3
MESSAGGERO DI S.ANTONIO.....	100.0	9.0	1.8	2.3	4.4	.5	2.4	2.4	4.2	91.0	.2	.6	2.4	96.9
LA MIA CASA.....	100.0	8.6	1.8	2.2	4.0	.5	2.9	2.2	3.5	91.4	.2	.9	1.7	97.2
MILLEIDEE.....	100.0	9.3	2.1	2.1	4.5	.6	1.0	2.8	5.5	90.7	.2	.6	1.7	97.4
MODA.....	100.0	11.5	2.5	3.0	5.5	.5	2.7	3.1	5.6	88.5	.4	1.0	2.3	96.3
MOTOCICLISMO.....	100.0	17.2	3.9	5.4	7.2	.7	8.0	4.3	4.9	82.8	.9	2.3	2.7	94.0
MUSIC.....	100.0	15.0	3.6	4.3	6.0	1.0	5.5	3.8	5.7	85.0	.8	2.0	3.7	93.6
NATURA OGGI.....	100.0	11.4	2.5	3.0	5.4	.6	4.3	3.1	4.1	88.6	.4	1.1	1.6	96.9
PESCARRE.....	100.0	13.1	2.4	3.9	6.2	.6	6.3	3.2	3.6	86.9	.3	1.3	1.7	96.7
PHOTO ITALIANA.....	100.0	16.1	2.8	4.4	8.0	.8	7.4	4.3	4.5	83.9	.8	1.7	2.2	95.4
IL PIACERE.....	100.0	13.5	2.3	3.8	6.9	.5	5.6	3.4	4.6	86.5	.6	1.3	1.6	96.5
PLAYMEN.....	100.0	13.7	2.9	3.9	6.3	.6	7.1	3.1	3.6	86.3	.7	1.7	2.5	95.1
PM.....	100.0	13.9	2.5	3.8	7.1	.6	5.9	3.6	4.4	86.1	.5	1.2	2.0	96.3
QUATTORRUOTE.....	100.0	13.7	2.7	4.1	6.4	.6	6.4	3.4	3.9	86.3	.4	1.3	2.2	96.1
QUI TOURING.....	100.0	11.9	2.2	3.0	6.2	.5	4.6	3.2	4.0	88.1	.5	.9	1.3	97.3
RAKAM.....	100.0	8.4	1.8	1.8	4.2	.5	.9	2.5	5.0	91.6	.2	.5	1.6	97.8
ROCKSTAR.....	100.0	18.6	3.9	6.2	7.7	.9	8.4	4.7	5.6	81.4	.8	1.9	3.3	94.0
SALVE.....	100.0	11.0	2.2	2.8	5.6	.5	3.4	2.9	4.8	89.0	.3	.8	1.7	97.1
SCIENZA 2000.....	100.0	11.2	2.4	2.8	5.4	.5	3.9	3.2	4.2	88.8	.8	1.5	3.3	94.4
SCIENZA E VITA NUOVA.....	100.0	14.3	3.1	4.0	6.6	.7	5.2	3.9	5.3	85.7	.7	1.5	2.3	95.5
LE SCIENZE.....	100.0	12.7	2.5	3.2	6.3	.6	5.0	3.5	4.2	87.3	.6	1.2	2.1	96.1
SELEZIONE DAL R.DIGEST.....	100.0	11.4	2.3	3.0	5.5	.6	3.7	3.1	4.6	88.6	.3	.9	1.9	96.9
STARBENE.....	100.0	10.8	2.1	2.8	5.4	.5	3.2	3.0	4.6	89.2	.3	.9	1.7	97.1
STORIA ILLUSTRATA.....	100.0	11.5	2.2	2.9	5.9	.5	4.7	3.0	3.8	88.5	.4	1.0	1.9	96.7
SUPER GOL.....	100.0	14.5	3.4	4.5	6.0	.7	6.6	3.7	4.2	85.5	.9	1.9	3.2	94.0
IL TENNIS ITALIANO.....	100.0	13.6	2.7	4.1	6.2	.7	6.1	3.1	4.5	86.4	1.0	1.5	2.7	94.8
TUTTO CUCINA.....	100.0	9.1	2.0	2.2	4.4	.6	2.0	2.6	4.5	90.9	.2	.7	1.7	97.4
TUTTO MAGLIA.....	100.0	8.5	1.8	1.9	4.2	.6	1.1	2.7	4.7	91.5	.2	.7	1.8	97.4
TUTTO MOTO.....	100.0	16.7	3.9	5.2	6.9	.7	7.6	4.3	4.8	83.3	.8	2.2	3.1	94.0
TUTTO MUSICA & SPETTACOLO.....	100.0	14.1	3.6	4.1	5.6	.8	4.7	3.6	5.7	85.9	.8	1.9	3.5	93.7
TUTTO TURISMO.....	100.0	13.1	2.5	3.7	6.3	.6	5.3	3.3	4.5	86.9	.4	1.0	2.1	96.5
TUTTO UNCINETTO.....	100.0	8.9	1.9	2.1	4.3	.7	1.0	2.9	5.1	91.1	.2	.7	1.8	97.3
VELA E MOTORE.....	100.0	13.3	2.7	4.1	6.0	.5	5.3	3.5	4.6	86.7	.5	1.5	2.3	95.8
VITAL.....	100.0	11.9	2.2	2.7	6.5	.5	3.5	3.4	5.1	88.1	.5	1.4	2.2	95.9
WEEKEND.....	100.0	13.0	2.0	4.0	6.4	.6	5.2	3.4	4.4	87.0	.2	1.5	1.6	96.7
ZOOM.....	100.0	15.8	2.5	4.6	7.8	.9	7.7	4.1	4.0	84.2	.4	1.5	1.8	96.2
DIANA (Quindicinale).....	100.0	11.0	1.9	3.1	5.6	.4	4.5	2.9	3.6	89.0	.2	.9	2.1	96.7

Lettori ultimo periodo

analisi secondo: ● possesso di una motocicletta, motorino o scooter (medio da 50 a 250 cc.) (percentuali di penetrazione)

	Totale	POSSES-SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES-SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso io	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	11.7	2.1	3.4	5.6	.5	5.8	2.8	3.0	88.3	.4	1.1	2.2	96.4
PERIODICI	100.0	13.4	2.5	4.1	6.2	.6	6.8	2.9	3.6	86.6	.4	1.4	2.3	95.9
SETTIMANALI	100.0	13.4	2.3	4.2	6.3	.6	6.7	3.0	3.7	86.6	.4	1.4	2.1	96.0
ALBO BLITZ.....	100.0	15.9	3.0	5.2	6.9	.8	8.0	3.8	4.1	84.1	.6	1.9	2.8	94.6
AMICA.....	100.0	14.1	2.5	4.2	6.9	.6	7.1	3.5	3.4	85.9	.5	1.4	2.0	96.2
ANNA.....	100.0	13.6	2.4	3.9	6.6	.6	6.6	3.4	3.5	86.4	.4	1.3	1.9	96.4
AUTOSPRINT.....	100.0	16.8	3.3	5.2	7.6	.7	9.0	4.2	3.6	83.2	.6	1.7	2.2	95.5
BELLA.....	100.0	13.3	2.5	4.0	6.2	.6	6.6	3.5	3.2	86.7	.4	1.2	1.8	96.6
CIAO 2001.....	100.0	20.4	3.8	7.3	8.6	.6	11.0	5.0	4.4	79.6	1.2	2.3	3.2	93.4
CONFIDENZE.....	100.0	12.8	2.6	3.8	5.9	.6	6.3	3.1	3.4	87.2	.4	1.2	2.0	96.3
DOLLY.....	100.0	18.2	4.4	6.0	7.0	.8	8.3	4.8	5.0	81.8	1.0	3.1	3.9	92.0
DOMENICA DEL CORRIERE.....	100.0	11.2	2.0	3.4	5.3	.5	5.6	2.6	3.0	88.8	.3	1.0	1.7	97.0
DOMENICA QUIZ.....	100.0	13.5	2.1	3.9	6.8	.7	7.3	2.9	3.3	86.5	.4	1.5	2.2	95.9
EPOCA.....	100.0	12.0	2.5	3.4	5.7	.4	5.9	3.0	3.1	88.0	.3	1.1	1.7	96.8
L'ESPRESSO.....	100.0	13.5	2.5	3.9	6.6	.5	7.2	3.3	3.0	86.5	.5	1.2	2.1	96.1
EUROPEO.....	100.0	12.8	2.3	3.7	6.3	.5	6.8	3.0	2.9	87.2	.5	1.2	1.9	96.4
EVA EXPRESS.....	100.0	14.3	2.7	4.4	6.6	.7	7.9	3.2	3.2	85.7	.5	1.4	2.0	96.1
FAMIGLIA CRISTIANA.....	100.0	13.1	2.2	3.9	6.4	.6	6.4	3.4	3.4	86.9	.3	1.1	1.9	96.7
GENTE.....	100.0	12.5	2.5	3.8	5.8	.5	6.3	3.0	3.2	87.5	.5	1.3	2.1	96.1
GIOIA.....	100.0	14.1	2.5	4.3	6.7	.6	7.0	3.5	3.7	85.9	.5	1.4	2.1	96.0
IL GIORNALINO.....	100.0	15.0	3.2	4.7	6.2	1.0	7.1	4.0	3.9	85.0	1.0	1.8	2.6	94.6
GRAND HOTEL.....	100.0	12.9	2.4	4.0	5.9	.7	6.5	3.0	3.3	87.1	.4	1.4	2.2	96.0
GRAZIA.....	100.0	13.7	2.4	4.1	6.7	.5	6.7	3.4	3.6	86.3	.5	1.3	1.9	96.3
GUERIN SPORTIVO.....	100.0	16.8	3.4	5.4	7.2	.8	8.4	4.2	4.3	83.2	.9	2.1	2.9	94.1
GUIDA CUCINA.....	100.0	12.7	2.4	3.7	6.0	.6	6.6	3.1	3.0	87.3	.4	1.3	2.2	96.1
GUIDA TV.....	100.0	13.2	2.6	4.1	5.9	.7	6.8	3.1	3.3	86.8	.5	1.5	2.3	95.7
INTIMITA'.....	100.0	13.1	2.3	4.0	6.1	.7	6.7	3.1	3.3	86.9	.4	1.2	1.8	96.6
INTREPIDO.....	100.0	14.3	2.9	4.6	6.2	.7	7.3	3.5	3.5	85.7	.7	2.0	3.1	94.2
IL MONDO.....	100.0	13.2	2.1	3.5	7.1	.5	7.4	3.4	2.4	86.8	.6	1.3	1.3	96.8
MONDO ECONOMICO.....	100.0	12.4	2.2	3.3	6.5	.5	7.2	2.8	2.4	87.6	.4	1.1	1.2	97.2
IL MONELLO.....	100.0	15.1	2.9	4.7	6.7	.7	7.9	3.5	3.7	84.9	.7	1.8	2.8	94.7
NOVELLA 2000.....	100.0	14.2	2.8	4.5	6.2	.7	7.4	3.4	3.4	85.8	.5	1.4	2.1	96.0
OGGI.....	100.0	12.5	2.4	3.7	5.9	.5	6.3	3.0	3.1	87.5	.4	1.2	2.0	96.4
ONDA TV.....	100.0	13.5	2.8	4.0	5.9	.8	7.0	3.2	3.3	86.5	.7	1.6	2.4	95.3
PANORAMA.....	100.0	14.3	2.5	4.2	7.2	.5	7.6	3.5	3.2	85.7	.5	1.3	2.0	96.1
RADIOCORRIERE TV.....	100.0	13.3	2.6	4.0	6.1	.6	6.6	3.2	3.4	86.7	.5	1.4	2.4	95.6
RAGAZZA IN.....	100.0	16.8	4.4	5.3	6.2	1.0	7.7	4.1	5.1	83.2	1.4	3.0	3.5	92.2
ROMBO.....	100.0	18.2	3.8	5.8	7.7	.9	9.7	4.7	3.7	81.8	.7	1.8	2.4	95.1
SORRISI E CANZONI TV.....	100.0	14.8	3.0	4.6	6.5	.7	7.4	3.7	3.7	85.2	.6	1.6	2.6	95.2
STARTER.....	100.0	19.5	3.7	6.5	8.6	.8	10.3	4.8	4.5	80.5	.7	2.0	2.8	94.5
STOP.....	100.0	12.8	2.4	3.9	5.8	.7	6.7	2.9	3.2	87.2	.5	1.2	1.7	96.7
TELESETTE.....	100.0	13.9	2.6	4.3	6.3	.8	7.3	3.2	3.4	86.1	.5	1.7	2.4	95.4
TOPOLINO.....	100.0	15.4	3.2	4.7	6.8	.7	7.8	3.8	3.8	84.6	.8	1.9	2.7	94.6

Lettori ultimo periodo

analisi secondo: ● possesso di una motocicletta, motorino o scooter (medio da 50 a 250 cc.) (percentuali di penetrazione)

	Totale	POSSESSORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSESSORI	INTENZIONE D'ACQUISTO			
			1985/1986	1983/1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certainamente si	probabilmente si	non so	no
TOTALE	100.0	11.7	2.1	3.4	5.6	.5	5.8	2.8	3.0	88.3	.4	1.1	2.2	96.4
MENSILI	100.0	14.5	2.7	4.4	7.0	.4	7.7	3.1	3.7	85.5	.6	1.6	2.6	95.3
ABITARE	100.0	12.2	2.0	3.4	6.3	.6	6.6	2.9	2.7	87.8	.7	1.3	1.7	96.3
AD	100.0	15.2	2.3	4.3	7.9	.6	8.0	3.7	3.5	84.8	.9	1.8	1.9	95.4
AIRONE	100.0	15.5	3.0	4.4	7.5	.7	8.1	4.0	3.5	84.5	.8	1.7	1.9	95.7
ALTA FEDELTA'	100.0	19.1	3.8	6.2	8.5	.7	9.4	4.8	4.9	80.9	1.3	2.5	3.1	93.1
ASTRA	100.0	15.9	2.9	4.8	7.4	.9	8.8	3.7	3.5	84.1	.6	1.7	2.3	95.4
ATLANTE	100.0	13.7	2.5	3.9	6.6	.7	6.7	3.5	3.6	86.3	.7	1.6	2.2	95.4
AUTO CAPITAL	100.0	17.8	2.8	5.3	9.0	.7	9.6	4.2	4.0	82.2	.6	1.7	1.9	95.8
L'AUTOMOBILE	100.0	13.8	2.7	4.1	6.5	.5	7.0	3.4	3.4	86.2	.4	1.4	2.1	96.2
BENISSIMO	100.0	15.9	3.4	4.8	6.7	1.0	7.6	4.0	4.3	84.1	.9	2.3	3.0	93.8
BRAVA CASA	100.0	12.2	2.3	3.3	6.0	.6	6.8	2.8	2.5	87.8	.5	1.4	1.7	96.3
CAPITAL	100.0	14.7	2.5	4.3	7.5	.5	8.2	3.5	3.1	85.3	.7	1.4	1.5	96.5
CASAVIVA	100.0	12.1	2.2	3.4	6.0	.5	6.8	2.8	2.5	87.9	.4	1.1	1.7	96.9
100 COSE	100.0	18.2	3.6	5.7	8.2	.7	8.9	4.5	4.7	81.8	.9	2.4	3.0	93.7
CONSIGLI PRATICI	100.0	12.0	1.9	3.4	5.6	1.1	6.4	3.2	2.4	88.0	.4	.9	2.1	96.6
CORTO MALTESE	100.0	16.3	2.9	4.4	7.9	1.2	8.6	4.2	3.5	83.7	1.0	2.1	2.3	94.6
COSMOPOLITAN	100.0	17.7	3.1	5.3	8.5	.7	9.3	4.2	4.1	82.3	.7	1.7	2.3	95.3
LA CUCINA ITALIANA	100.0	13.0	2.6	3.9	6.0	.5	6.1	3.2	3.7	87.0	.5	1.2	2.1	96.3
DONNAPIU'	100.0	14.6	2.6	4.2	7.0	.8	7.6	3.6	3.4	85.4	.4	1.4	2.0	96.1
ESPANSIONE	100.0	12.0	1.6	3.7	6.3	.4	6.6	2.8	2.6	88.0	.8	.9	1.0	97.3
FOTOGRAFARE	100.0	15.0	2.5	4.5	7.3	.8	8.6	3.7	2.7	85.0	.4	1.4	2.1	96.1
GARDENIA	100.0	13.0	1.7	3.8	7.0	.5	7.4	2.7	2.9	87.0	.5	1.2	1.9	96.5
GENTE MONEY	100.0	14.5	2.7	4.2	7.2	.5	8.1	3.5	2.9	85.5	.5	1.2	1.6	96.6
GENTE MOTORI	100.0	15.9	3.2	4.9	7.1	.7	8.2	4.0	3.7	84.1	.6	1.6	2.4	95.4
GENTE VIAGGI	100.0	16.1	2.8	4.8	7.9	.6	8.7	4.0	3.4	83.9	.6	1.6	1.9	96.0
GIOIELLI	100.0	14.0	2.8	4.3	6.4	.6	6.3	3.6	4.1	86.0	.5	1.8	2.5	95.2
INSIEME	100.0	10.0	2.0	2.7	4.8	.5	5.9	2.5	1.6	90.0	.4	.9	1.5	97.2
JESUS	100.0	13.8	1.8	3.9	7.3	.8	6.4	3.3	4.1	86.2	.2	.9	1.7	97.2
LEI	100.0	19.4	3.4	6.0	9.2	.7	9.2	4.9	5.3	80.6	.8	2.1	2.6	94.5
LINUS	100.0	17.0	3.1	5.0	8.1	.8	9.0	4.0	4.0	83.0	1.0	2.2	2.4	94.4
MADRE	100.0	13.3	2.0	3.5	7.0	.8	7.1	2.8	3.4	86.7	.3	1.2	1.4	97.0
MANI DI FATA	100.0	10.8	1.7	3.0	5.5	.6	5.2	2.6	3.0	89.2	.4	1.4	2.1	96.1
MAX	100.0	20.9	3.0	6.4	10.5	1.0	11.5	5.1	4.3	79.1	.7	2.0	2.5	94.8
MESSAGGERO DI S.ANTONIO	100.0	11.7	2.2	3.5	5.6	.5	5.6	3.0	3.1	88.3	.3	1.0	2.5	96.3
LA MIA CASA	100.0	11.2	2.0	3.3	5.3	.6	6.6	2.2	2.4	88.8	.3	1.4	1.7	96.6
MILLEIDEE	100.0	14.2	2.9	4.2	6.4	.7	6.8	3.6	3.8	85.8	.6	1.9	2.5	95.0
MODA	100.0	16.4	3.1	5.1	7.5	.6	7.8	4.2	4.4	83.6	.6	1.6	2.4	95.4
MOTOCICLISMO	100.0	18.0	4.1	5.8	7.5	.7	8.8	4.5	4.8	82.0	1.0	2.5	2.8	93.6
MUSIC	100.0	19.4	4.5	6.5	7.6	.8	9.4	5.1	4.9	80.6	1.2	2.8	3.4	92.6
NATURA OGGI	100.0	14.0	2.8	4.0	6.5	.7	7.2	3.5	3.3	86.0	.6	1.5	1.8	96.1
PESCATO	100.0	13.5	2.4	4.1	6.3	.7	7.0	3.2	3.3	86.5	.3	1.4	1.8	96.5
PHOTO ITALIANA	100.0	18.7	3.1	5.4	9.2	1.0	9.8	4.9	4.0	81.3	1.0	2.1	2.5	94.5
IL PIACERE	100.0	17.1	2.8	5.3	8.2	.7	9.2	4.2	3.7	82.9	.8	1.6	1.7	95.9
PLAYMEN	100.0	14.2	3.0	4.1	6.5	.6	7.6	3.1	3.5	85.8	.7	1.8	2.6	94.9
PM	100.0	17.0	2.7	5.0	8.6	.7	9.2	4.4	3.4	83.0	.6	1.6	2.2	95.6
QUATTORRUOTE	100.0	14.7	2.8	4.5	6.8	.6	7.7	3.6	3.4	85.3	.5	1.4	2.3	95.7
QUI TOURING	100.0	13.6	2.4	3.8	7.0	.4	7.3	3.5	2.8	86.4	.6	1.2	1.3	96.9
RAKAM	100.0	11.1	1.8	3.1	5.7	.5	5.2	2.6	3.3	88.9	.4	1.3	2.3	96.0
ROCKSTAR	100.0	22.4	4.4	7.9	9.2	.8	11.7	5.7	5.0	77.6	1.0	2.2	3.2	93.7
SALVE	100.0	14.6	2.6	4.2	7.2	.5	8.0	3.5	3.1	85.4	.4	1.3	1.9	96.4
SCIENZA 2000	100.0	12.8	2.6	3.3	6.3	.6	5.4	3.4	4.1	87.2	1.0	1.9	3.4	93.7
SCIENZA E VITA NUOVA	100.0	16.8	3.2	5.3	7.5	.8	8.1	4.5	4.2	83.2	1.0	2.1	2.6	94.4
LE SCIENZE	100.0	13.6	2.5	3.7	6.8	.7	6.7	3.7	3.2	86.4	.6	1.5	2.2	95.7
SELEZIONE DAL R.DIGEST	100.0	13.5	2.5	4.1	6.4	.5	6.8	3.3	3.4	86.5	.4	1.3	2.0	96.3
STARBENE	100.0	14.7	2.6	4.3	7.1	.7	7.9	3.6	3.3	85.3	.5	1.4	2.0	96.1
STORIA ILLUSTRATA	100.0	12.8	2.3	3.4	6.5	.5	6.2	3.1	3.4	87.2	.5	1.2	2.1	96.2
SUPER GOL	100.0	15.0	3.5	4.7	6.2	.7	7.2	3.8	4.0	85.0	1.0	2.0	3.2	93.8
IL TENNIS ITALIANO	100.0	15.1	3.0	4.6	6.8	.7	7.4	3.3	4.4	84.9	1.1	1.7	2.9	94.2
TUTTO CUCINA	100.0	12.6	2.5	3.7	5.8	.6	6.4	2.9	3.3	87.4	.4	1.2	1.8	96.6
TUTTO MAGLIA	100.0	12.4	2.2	3.8	5.7	.8	6.1	3.0	3.2	87.6	.5	1.5	2.1	95.9
TUTTO MOTO	100.0	18.0	4.2	5.7	7.3	.8	8.8	4.6	4.6	82.0	.9	2.4	3.2	93.5
TUTTO MUSICA & SPETTACOLO	100.0	18.7	4.5	6.3	7.1	.8	8.8	4.9	5.0	81.3	1.3	2.9	3.6	92.2
TUTTO TURISMO	100.0	15.0	2.6	4.5	7.2	.7	7.8	3.6	3.6	85.0	.5	1.2	2.0	96.2
TUTTO UNCINETTO	100.0	13.0	2.7	3.9	5.8	.7	6.2	3.3	3.5	87.0	.5	1.7	2.4	95.3
VELA E MOTORE	100.0	14.6	3.0	4.7	6.4	.5	6.8	3.5	4.2	85.4	.6	1.8	2.5	95.2
VITAL	100.0	20.3	2.4	5.5	11.3	1.0	9.5	6.0	4.8	79.7	.7	2.2	2.0	95.2
WEEKEND	100.0	15.8	2.0	5.3	7.9	.7	7.6	4.2	3.9	84.2	.3	2.0	1.6	96.1
ZOOM	100.0	16.3	2.4	4.9	8.1	.9	8.5	4.3	3.5	83.7	.4	1.6	1.7	96.3
DIANA (Quindicinale)	100.0	11.4	1.9	3.3	5.8	.4	5.5	2.9	3.0	88.6	.3	1.0	2.2	96.5

Donne

Lettori ultimo periodo

analisi secondo: ● possesso di una motocicletta, motorino o scooter (medio da 50 a 250 cc.) (percentuali di penetrazione)

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	7.4	1.5	1.6	3.7	.6	.3	2.3	4.9	92.6	.1	.5	1.9	97.5
PERIODICI	100.0	8.4	1.9	2.0	4.0	.5	.3	2.8	5.3	91.6	.1	.4	1.9	97.5
SETTIMANALI	100.0	8.7	2.0	2.0	4.2	.5	.4	2.8	5.5	91.3	.1	.4	2.0	97.5
ALBO BLITZ.....	100.0	8.8	2.2	1.8	4.5	.3	.6	2.3	5.9	91.2	.2	.5	1.7	97.5
AMICA.....	100.0	9.1	1.9	2.1	4.6	.5	.6	2.6	5.8	90.9	.3	.6	1.7	97.5
ANNA.....	100.0	9.0	1.9	2.0	4.5	.5	.5	2.7	5.7	91.0	.2	.6	1.6	97.5
AUTOSPRINT.....	100.0	9.2	2.3	2.1	4.4	.4	.5	2.7	6.0	90.8	.2	.6	1.6	97.6
BELLA.....	100.0	8.8	2.0	1.9	4.3	.5	.4	2.7	5.7	91.2	.1	.5	1.6	97.8
CIAO 2001.....	100.0	9.1	2.7	1.9	3.8	.7	.7	2.0	6.4	90.9	.4	1.0	3.4	95.1
CONFIDENZE.....	100.0	8.3	1.9	1.8	4.1	.5	.4	2.6	5.3	91.7	.2	.5	1.7	97.7
DOLLY.....	100.0	9.1	2.3	2.0	4.1	.8	.4	2.5	6.2	90.9	.3	.8	3.8	95.1
DOMENICA DEL CORRIERE.....	100.0	7.6	1.6	1.7	3.8	.5	.4	2.3	4.9	92.4	.1	.4	1.5	97.9
DOMENICA QUIZ.....	100.0	9.3	2.0	2.0	4.8	.5	.5	2.7	6.1	90.7	.2	.7	1.8	97.2
EPOCA.....	100.0	8.6	1.9	1.9	4.3	.6	.5	2.6	5.4	91.4	.2	.5	1.5	97.7
L'ESPRESSO.....	100.0	8.6	1.9	1.9	4.4	.4	.7	2.4	5.4	91.4	.3	.5	1.7	97.5
EUROPEO.....	100.0	8.5	1.8	1.8	4.4	.5	.7	2.6	5.3	91.5	.2	.5	1.4	98.0
EVA EXPRESS.....	100.0	8.2	1.8	1.8	4.1	.5	.4	2.5	5.3	91.8	.2	.5	1.6	97.6
FAMIGLIA CRISTIANA.....	100.0	8.3	1.8	1.7	4.2	.6	.3	2.6	5.5	91.7	.1	.3	1.9	97.7
GENTE.....	100.0	7.9	1.7	1.7	3.9	.5	.4	2.4	5.0	92.1	.2	.5	1.7	97.7
GIOIA.....	100.0	9.0	2.0	2.0	4.5	.5	.5	2.7	5.9	91.0	.2	.6	1.9	97.3
IL GIORNALINO.....	100.0	8.9	2.0	1.8	4.6	.4	.3	2.6	5.9	91.1	.2	.4	2.0	97.4
GRAND HOTEL.....	100.0	8.3	1.9	1.7	4.1	.6	.3	2.6	5.4	91.7	.1	.6	1.9	97.4
GRAZIA.....	100.0	9.1	2.1	1.9	4.6	.5	.6	2.7	5.8	90.9	.3	.6	1.7	97.5
GUERIN SPORTIVO.....	100.0	9.6	2.6	2.0	4.4	.5	.5	2.2	6.9	90.4	.3	.8	2.7	96.2
GUIDA CUCINA.....	100.0	8.5	1.9	1.7	4.2	.6	.5	2.6	5.4	91.5	.2	.6	1.6	97.6
GUIDA TV.....	100.0	7.7	1.7	1.6	3.7	.6	.4	2.3	5.0	92.3	.2	.5	1.9	97.4
INTIMITA'.....	100.0	8.3	1.9	1.9	4.1	.5	.3	2.7	5.3	91.7	.1	.5	1.6	97.8
INTREPIDO.....	100.0	8.4	2.0	1.8	4.1	.5	.4	2.4	5.6	91.6	.2	.6	2.1	97.1
IL MONDO.....	100.0	9.7	1.7	1.7	6.0	.3	1.2	2.6	5.9	90.3	.5	.6	1.2	97.7
MONDO ECONOMICO.....	100.0	9.6	2.2	1.8	5.1	.4	.8	2.4	6.5	90.4	.3	.8	1.8	97.1
IL MONELLO.....	100.0	8.8	2.1	1.8	4.3	.6	.5	2.3	6.0	91.2	.2	.6	2.1	97.1
NOVELLA 2000.....	100.0	8.2	1.9	1.8	4.0	.5	.4	2.6	5.2	91.8	.2	.5	1.7	97.6
OGGI.....	100.0	8.1	1.7	1.8	4.1	.5	.4	2.5	5.2	91.9	.2	.5	1.7	97.7
ONDA TV.....	100.0	7.7	1.8	1.4	3.7	.8	.4	2.3	5.0	92.3	.1	.5	2.2	97.2
PANORAMA.....	100.0	8.9	2.0	1.9	4.6	.5	.7	2.6	5.7	91.1	.3	.5	1.7	97.5
RADIOCORRIERE TV.....	100.0	8.2	1.9	1.8	4.0	.6	.4	2.6	5.2	91.8	.2	.6	1.8	97.4
RAGAZZA IN.....	100.0	9.7	2.6	2.0	4.4	.8	.3	2.7	6.7	90.3	.3	.8	3.9	95.0
ROMBO.....	100.0	10.5	2.6	2.4	5.1	.3	.7	2.7	7.1	89.5	.3	.7	2.6	96.4
SORRISI E CANZONI TV.....	100.0	8.8	2.0	1.9	4.2	.6	.4	2.7	5.7	91.2	.2	.6	2.1	97.1
STARTER.....	100.0	7.6	1.6	1.5	4.0	.5	.4	1.9	5.4	92.4	.2	.8	2.0	97.0
STOP.....	100.0	7.3	1.6	1.6	3.7	.5	.3	2.4	4.6	92.7	.1	.4	1.7	97.8
TELESETTE.....	100.0	8.0	1.8	1.6	3.9	.6	.4	2.4	5.1	92.0	.2	.5	1.9	97.4
TOPOLINO.....	100.0	8.6	2.2	1.9	4.1	.5	.6	2.5	5.5	91.4	.2	.7	2.1	97.0

Donne

Lettori ultimo periodo

analisi secondo: ● possesso di una motocicletta, motorino o scooter (medio da 50 a 250 cc.) (percentuali di penetrazione)

	Totale	POSSES-SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES-SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE.....	100.0	7.4	1.5	1.6	3.7	.6	.3	2.3	4.9	92.6	.1	.5	1.9	97.5
MENSILI.....	100.0	8.8	2.0	2.0	4.3	.6	.5	3.0	5.3	91.2	.2	.5	2.2	97.2
ABITARE.....	100.0	8.4	1.9	1.7	4.4	.4	.8	2.5	5.1	91.6	.3	.5	1.4	97.9
AD.....	100.0	9.1	1.9	1.8	5.0	.4	1.1	2.5	5.5	90.9	.4	.7	1.3	97.6
AIRONE.....	100.0	9.4	2.4	1.9	4.6	.5	.8	2.7	5.9	90.6	.3	.5	1.4	97.7
ALTA FEDELTA'.....	100.0	9.5	2.3	2.3	4.5	.5	.5	2.6	6.4	90.5	.5	.9	2.1	96.5
ASTRA.....	100.0	9.1	2.1	2.1	4.4	.5	.8	2.4	6.0	90.9	.3	.7	2.1	96.8
ATLANTE.....	100.0	8.9	2.1	1.8	4.5	.4	.7	2.6	5.6	91.1	.3	.4	1.5	97.8
AUTO CAPITAL.....	100.0	9.5	2.2	1.9	4.9	.6	.8	2.6	6.1	90.5	.3	.8	2.2	96.7
L'AUTOMOBILE.....	100.0	9.0	2.0	1.9	4.5	.6	.5	2.7	5.8	91.0	.2	.5	1.6	97.7
BENISSIMO.....	100.0	9.1	2.1	1.9	4.5	.5	.5	2.7	5.9	90.9	.2	.6	1.9	97.3
BRAVA CASA.....	100.0	8.0	1.6	1.8	4.1	.5	.5	2.5	5.0	92.0	.2	.6	1.3	98.0
CAPITAL.....	100.0	9.1	1.9	1.9	4.9	.3	.8	2.6	5.7	90.9	.3	.6	1.4	97.8
CASAVIVA.....	100.0	8.5	1.9	1.8	4.3	.5	.5	2.7	5.3	91.5	.2	.5	1.3	98.0
100 COSE.....	100.0	10.2	2.5	2.2	4.9	.5	.8	2.5	6.8	89.8	.4	.9	2.7	96.0
CONSIGLI PRATICI.....	100.0	7.5	1.9	1.7	3.4	.5	.3	2.6	4.6	92.5	.1	.4	1.7	97.9
CORTO MALTESE.....	100.0	8.1	2.2	1.2	4.0	.8	1.3	1.8	5.1	91.9	.3	.5	1.2	98.1
COSMOPOLITAN.....	100.0	9.7	2.3	2.1	5.0	.4	.8	2.6	6.3	90.3	.4	.7	1.8	97.2
LA CUCINA ITALIANA.....	100.0	8.5	1.7	2.0	4.4	.4	.5	2.7	5.4	91.5	.2	.5	1.3	97.9
DONNAPIU'.....	100.0	9.1	2.0	2.0	4.6	.5	.6	2.6	5.9	90.9	.2	.5	1.5	97.7
ESPANSIONE.....	100.0	8.8	1.5	1.5	5.5	.2	1.1	2.5	5.2	91.2	.2	.5	.8	98.5
FOTOGRAFARE.....	100.0	9.4	2.3	2.2	4.6	.4	.7	2.7	6.1	90.6	.2	.6	1.6	97.5
GARDENIA.....	100.0	9.8	2.3	2.5	4.6	.5	.7	3.3	5.9	90.2	.1	.4	1.1	98.3
GENTE MONEY.....	100.0	8.9	2.0	1.7	4.7	.6	.7	2.6	5.6	91.1	.2	.6	1.6	97.6
GENTE MOTORI.....	100.0	9.3	2.2	1.9	4.6	.6	.5	2.7	6.0	90.7	.2	.6	1.9	97.3
GENTE VIAGGI.....	100.0	9.5	2.1	2.0	4.9	.4	.8	2.6	6.1	90.5	.3	.6	1.6	97.5
GIOIELLI.....	100.0	8.7	1.9	1.8	4.5	.5	.4	2.7	5.6	91.3	.2	.5	1.6	97.7
INSIEME.....	100.0	7.5	1.8	1.4	3.8	.5	.5	2.4	4.6	92.5	.1	.5	1.2	98.2
JESUS.....	100.0	9.9	2.4	1.7	5.2	.6	.3	3.1	6.6	90.1	.1	.4	1.6	97.9
LEI.....	100.0	10.3	2.5	2.2	5.2	.3	.8	2.7	6.9	89.7	.5	.8	2.2	96.5
LINUS.....	100.0	9.9	2.4	2.1	4.9	.5	.9	2.7	6.3	90.1	.5	.8	2.0	96.7
MADRE.....	100.0	9.9	2.3	2.1	5.0	.5	.2	3.4	6.3	90.1	.1	.3	1.5	98.1
MANI DI FATA.....	100.0	8.2	1.8	1.7	4.1	.6	.3	2.6	5.2	91.8	.1	.5	1.9	97.5
MAX.....	100.0	9.8	2.5	1.8	4.9	.6	1.0	2.1	6.7	90.2	.3	1.0	2.5	96.1
MESSAGGERO DI S.ANTONIO.....	100.0	7.2	1.6	1.5	3.5	.6	.3	2.1	4.9	92.8	.1	.4	2.3	97.2
LA MIA CASA.....	100.0	6.9	1.6	1.6	3.2	.5	.4	2.2	4.3	93.1	.1	.6	1.8	97.6
MILLEIDEE.....	100.0	8.8	2.0	1.9	4.3	.6	.5	2.7	5.6	91.2	.2	.5	1.7	97.6
MODA.....	100.0	9.4	2.2	2.1	4.7	.5	.6	2.7	6.2	90.6	.3	.8	2.3	96.7
MOTOCICLISMO.....	100.0	9.1	2.2	2.0	4.4	.5	.6	2.4	6.0	90.9	.2	.6	1.9	97.2
MUSIC.....	100.0	9.6	2.6	1.7	4.0	1.3	.6	2.2	6.8	90.4	.3	.9	3.9	94.9
NATURA OGGI.....	100.0	8.2	2.1	1.7	3.9	.4	.6	2.5	5.1	91.8	.2	.5	1.4	97.9
PESCARRE.....	100.0	9.6	2.3	2.2	4.8	.3	.5	3.3	5.8	90.4	.1	.6	1.3	98.0
PHOTO ITALIANA.....	100.0	9.0	2.1	1.9	4.8	.3	.9	2.5	5.6	91.0	.3	.6	1.4	97.8
IL PIACERE.....	100.0	9.0	1.7	1.8	5.2	.3	1.0	2.3	5.7	91.0	.4	.8	1.4	97.3
PLAYMEN.....	100.0	7.7	1.6	1.8	3.9	.4	.5	2.3	4.9	92.3	.2	.5	1.4	97.9
PM.....	100.0	9.3	2.1	1.9	4.8	.4	1.0	2.4	5.9	90.7	.4	.6	1.7	97.3
QUATTORRUOTE.....	100.0	9.3	2.2	2.1	4.5	.5	.6	2.7	6.0	90.7	.2	.6	1.8	97.4
QUI TOURING.....	100.0	9.3	1.9	1.8	5.0	.5	.7	2.8	5.8	90.7	.3	.4	1.2	98.0
RAKAM.....	100.0	8.1	1.8	1.6	4.1	.5	.4	2.5	5.1	91.9	.2	.4	1.5	98.0
ROCKSTAR.....	100.0	9.9	2.6	2.3	4.1	.9	.8	2.2	6.9	90.1	.6	1.3	3.5	94.6
SALVE.....	100.0	8.9	1.9	1.9	4.6	.4	.6	2.5	5.8	91.1	.3	.5	1.6	97.6
SCIENZA 2000.....	100.0	7.3	1.9	1.8	3.4	.3	.3	2.6	4.4	92.7	.1	.6	3.1	96.3
SCIENZA E VITA NUOVA.....	100.0	10.5	3.0	1.9	5.0	.6	.7	3.0	6.9	89.5	.3	.7	1.9	97.1
LE SCIENZE.....	100.0	10.3	2.6	2.0	5.3	.5	.8	3.0	6.6	89.7	.6	.5	1.8	97.1
SELEZIONE DAL R.DIGEST.....	100.0	9.1	2.1	1.9	4.5	.6	.5	2.8	5.9	90.9	.2	.5	1.7	97.6
STARBENE.....	100.0	8.6	1.9	2.0	4.4	.4	.6	2.6	5.4	91.4	.3	.6	1.6	97.6
STORIA ILLUSTRATA.....	100.0	8.0	1.8	1.6	4.2	.4	.5	2.5	5.0	92.0	.3	.4	1.3	98.0
SUPER GOL.....	100.0	8.7	2.3	1.9	3.8	.7	.6	2.4	5.8	91.3	.2	.6	2.8	96.5
IL TENNIS ITALIANO.....	100.0	7.7	1.8	1.9	3.8	.3	.7	2.3	4.7	92.3	.2	.7	1.7	97.4
TUTTO CUCINA.....	100.0	7.9	1.9	1.6	3.8	.5	.4	2.5	4.9	92.1	.1	.5	1.6	97.7
TUTTO MAGLIA.....	100.0	7.9	1.8	1.7	3.9	.5	.3	2.7	4.9	92.1	.1	.6	1.8	97.6
TUTTO MOTO.....	100.0	9.0	2.0	2.1	4.4	.5	.5	2.4	6.1	91.0	.2	.8	2.4	96.6
TUTTO MUSICA & SPETTACOLO.....	100.0	9.4	2.6	1.9	4.1	.9	.6	2.4	6.5	90.6	.3	.9	3.5	95.3
TUTTO TURISMO.....	100.0	9.3	2.1	2.1	4.7	.5	.5	2.6	6.2	90.7	.2	.7	2.1	97.0
TUTTO UNCINETTO.....	100.0	8.4	1.8	1.8	4.1	.6	.3	2.8	5.3	91.6	.1	.6	1.8	97.5
VELA E MOTORE.....	100.0	9.3	1.6	2.4	4.6	.6	.3	3.3	5.6	90.7	.1	.6	1.6	97.7
VITAL.....	100.0	8.4	2.1	1.5	4.4	.4	.9	2.2	5.3	91.6	.5	1.0	2.3	96.2
WEEKEND.....	100.0	8.2	2.1	1.7	3.9	.5	.9	2.1	5.2	91.8	.1	.6	1.7	97.6
ZOOM.....	100.0	10.9	3.2	2.6	4.8	.4	.6	2.4	7.9	89.1	.3	.8	3.2	95.7
DIANA (Quindicinale).....	100.0	9.2	1.9	1.9	5.0	.4	.3	3.0	5.9	90.8	.1	.5	1.6	97.8

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● possesso di una motocicletta, motorino o scooter (medio da 50 a 250 cc.) (percentuali di penetrazione)

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso io	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	7.3	1.4	1.7	3.6	.6	.6	2.5	4.3	92.7	.1	.4	1.2	98.3
PERIODICI	100.0	8.4	1.9	2.0	3.8	.7	.6	3.1	4.7	91.6	*	.3	1.2	98.4
SETTIMANALI	100.0	8.6	1.9	2.1	3.9	.7	.6	3.3	4.8	91.4	*	.3	1.3	98.4
ALBO BLITZ.....	100.0	10.8	1.3	3.8	4.1	1.6	4.3	2.6	4.0	89.2	.2	1.1	1.1	97.6
AMICA.....	100.0	8.7	1.6	2.1	4.5	.5	.5	3.0	5.3	91.3	.1	.4	.9	98.6
ANNA.....	100.0	8.6	1.7	2.1	4.3	.6	.4	3.1	5.2	91.4	.1	.4	.9	98.6
AUTOSPRINT.....	100.0	10.0	1.9	2.7	4.3	1.1	2.5	3.1	4.4	90.0	.1	1.0	.9	98.0
BELLA.....	100.0	8.3	1.7	2.0	4.1	.6	.4	2.9	5.0	91.7	.1	.4	.9	98.7
CIAO 2001.....	100.0	9.8	1.7	3.5	4.0	.7	3.9	2.5	3.4	90.2	*	.8	1.1	98.1
CONFIDENZE.....	100.0	8.0	1.7	1.7	4.0	.5	.4	2.9	4.7	92.0	.1	.4	1.1	98.4
DOLLY.....	100.0	10.1	2.3	2.4	4.6	.7	.4	3.9	5.8	89.9	.1	.6	1.1	98.2
DOMENICA DEL CORRIERE.....	100.0	7.6	1.5	1.9	3.6	.6	.9	2.5	4.2	92.4	.1	.3	1.0	98.6
DOMENICA QUIZ.....	100.0	8.8	1.9	2.4	4.1	.6	1.3	2.8	4.7	91.2	.2	.6	1.2	98.0
EPOCA.....	100.0	8.4	1.8	1.9	4.1	.7	.9	2.8	4.7	91.6	.1	.4	.9	98.6
L'ESPRESSO.....	100.0	8.1	1.7	2.0	3.8	.6	1.3	2.5	4.2	91.9	.2	.6	1.0	98.2
EUROPEO.....	100.0	8.3	1.7	1.8	4.2	.6	1.3	2.8	4.2	91.7	.1	.6	.9	98.3
EVA EXPRESS.....	100.0	7.9	1.5	1.8	4.0	.5	.6	2.8	4.5	92.1	.1	.4	.9	98.6
FAMIGLIA CRISTIANA.....	100.0	8.3	1.5	1.9	4.2	.7	.5	2.8	4.9	91.7	.1	.3	1.1	98.5
GENTE.....	100.0	7.7	1.6	1.8	3.8	.6	.5	2.7	4.5	92.3	.1	.4	1.0	98.6
GIOIA.....	100.0	8.7	1.7	2.1	4.4	.5	.4	3.1	5.2	91.3	.1	.4	1.0	98.5
IL GIORNALINO.....	100.0	8.8	1.6	2.1	4.8	.3	.5	3.0	5.2	91.2	.1	.4	1.1	98.5
GRAND HOTEL.....	100.0	8.1	1.7	1.8	3.9	.7	.5	2.9	4.7	91.9	.1	.5	1.1	98.3
GRAZIA.....	100.0	8.6	1.7	1.9	4.4	.6	.5	3.1	5.0	91.4	.1	.4	.9	98.7
GUERIN SPORTIVO.....	100.0	11.2	2.0	3.2	4.1	1.9	3.1	3.2	4.9	88.8	.2	.7	1.1	98.0
GUIDA CUCINA.....	100.0	8.0	1.7	1.8	3.9	.7	.5	2.8	4.7	92.0	.1	.5	.9	98.5
GUIDA TV.....	100.0	7.5	1.5	1.7	3.6	.6	.8	2.5	4.2	92.5	.1	.4	1.1	98.4
INTIMITA'.....	100.0	8.1	1.7	1.9	4.0	.6	.4	3.0	4.8	91.9	.1	.4	1.1	98.5
INTREPIDO.....	100.0	8.4	1.6	2.6	3.6	.7	1.8	2.7	3.9	91.6	.2	.6	1.2	98.0
IL MONDO.....	100.0	9.3	1.5	1.7	5.6	.6	2.0	3.2	4.2	90.7	.3	1.3	.9	97.6
MONDO ECONOMICO.....	100.0	9.8	1.6	2.2	5.1	1.0	2.0	3.5	4.3	90.2	.1	1.1	1.0	97.8
IL MONELLO.....	100.0	8.5	1.7	2.2	3.9	.7	1.4	2.5	4.5	91.5	.1	.6	1.1	98.1
NOVELLA 2000.....	100.0	7.6	1.6	1.8	3.7	.6	.6	2.7	4.3	92.4	.1	.4	.9	98.5
OGGI.....	100.0	7.9	1.6	1.8	3.9	.5	.6	2.7	4.6	92.1	.1	.4	1.0	98.5
ONDA TV.....	100.0	7.7	1.5	1.8	3.8	.6	.7	2.8	4.2	92.3	.1	.5	.9	98.5
PANORAMA.....	100.0	8.6	1.8	2.0	4.2	.6	1.2	2.8	4.6	91.4	.2	.5	1.0	98.3
RADIOCORRIERE TV.....	100.0	8.3	1.7	2.0	3.9	.7	.8	2.8	4.7	91.7	.1	.5	1.1	98.3
RAGAZZA IN.....	100.0	9.8	2.4	2.3	4.6	.6	.4	4.1	5.3	90.2	.1	.6	1.2	98.1
ROMBO.....	100.0	10.4	1.8	3.4	3.9	1.2	3.7	3.3	3.4	89.6	.2	1.1	1.0	97.7
SORRISI E CANZONI TV.....	100.0	8.7	1.8	2.0	4.1	.7	.6	3.1	5.0	91.3	.1	.5	1.1	98.3
STARTER.....	100.0	10.9	1.1	5.6	3.1	1.0	7.1	1.9	1.9	89.1	1.1	1.5	1.4	96.0
STOP.....	100.0	6.8	1.3	1.6	3.4	.5	.5	2.5	3.9	93.2	.1	.3	1.0	98.6
TELESETTE.....	100.0	7.9	1.6	1.8	3.8	.7	.7	2.8	4.4	92.1	.1	.5	1.0	98.4
TOPOLINO.....	100.0	8.2	1.8	2.1	3.9	.5	.8	2.9	4.5	91.8	.1	.5	1.0	98.4

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● possesso di una motocicletta, motorino o scooter (medio da 50 a 250 cc.) (percentuali di penetrazione)

	Totale	POSSESSORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSESSORI	INTENZIONE D'ACQUISTO			
			1985/1986	1983/1984	prima del 1983	non ricordo	deciso io	deciso insieme	deciso altri		certainamente si	probabilmente si	non so	no
TOTALE	100.0	7.3	1.4	1.7	3.6	.6	.6	2.5	4.3	92.7	.1	.4	1.2	98.3
MENSILI	100.0	9.0	1.9	2.1	4.4	.7	.9	3.3	4.9	91.0	-	.3	1.3	98.4
ABITARE.....	100.0	7.9	1.6	1.7	4.1	.6	.7	2.7	4.5	92.1	.1	.5	.8	98.5
AD.....	100.0	8.3	1.6	1.8	4.3	.6	1.2	2.7	4.4	91.7	.2	.8	.8	98.2
AIRONE.....	100.0	8.5	1.9	1.9	4.2	.6	1.1	3.0	4.4	91.5	.2	.5	.7	98.7
ALTA FEDELTA'.....	100.0	11.5	1.8	3.1	5.3	1.3	3.9	2.9	4.7	88.5	.2	1.1	1.0	97.6
ASTRA.....	100.0	8.3	1.7	2.2	3.8	.5	1.1	2.8	4.4	91.7	.1	.6	1.0	98.3
ATLANTE.....	100.0	8.2	1.6	1.9	4.2	.4	1.1	2.7	4.5	91.8	.2	.5	.8	98.5
AUTO CAPITAL.....	100.0	11.1	1.9	2.8	5.8	.6	3.8	3.2	4.2	88.9	.1	1.6	1.0	97.2
L'AUTOMOBILE.....	100.0	9.4	1.9	2.3	4.5	.7	1.3	3.1	5.0	90.6	.1	.5	.9	98.5
BENISSIMO.....	100.0	8.7	1.8	1.9	4.3	.6	.3	3.2	5.2	91.3	.1	.4	1.0	98.5
BRAVA CASA.....	100.0	8.1	1.6	1.8	4.1	.5	.6	2.8	4.7	91.9	.1	.5	1.0	98.5
CAPITAL.....	100.0	9.0	1.9	2.1	4.6	.4	1.5	3.1	4.4	91.0	.1	.9	.8	98.2
CASAVIVA.....	100.0	8.3	1.8	1.9	4.2	.5	.6	3.0	4.7	91.7	.1	.4	.9	98.6
100 COSE.....	100.0	9.4	1.6	2.2	5.0	.7	.5	3.1	5.8	90.6	.1	.4	.8	98.6
CONSIGLI PRATICI.....	100.0	6.8	1.8	1.6	3.0	.4	.4	2.6	3.8	93.2	.1	.3	1.3	98.3
CORTO MALTESE.....	100.0	7.7	1.7	1.2	3.1	1.7	3.3	3.0	1.4	92.3	*	1.0	1.1	97.8
COSMOPOLITAN.....	100.0	8.1	1.4	2.1	4.3	.4	1.1	2.5	4.5	91.9	.1	.4	.7	98.8
LA CUCINA ITALIANA.....	100.0	8.4	1.6	2.1	4.3	.5	.7	2.9	4.9	91.6	.1	.4	.9	98.5
DONNAPIU'.....	100.0	8.1	1.6	1.9	4.1	.6	.5	2.8	4.7	91.9	.1	.4	.7	98.8
ESPANSIONE.....	100.0	7.7	1.4	1.4	4.5	.4	1.1	3.1	3.5	92.3	.1	.5	.5	99.0
FOTOGRAFARE.....	100.0	9.7	2.2	2.3	4.4	.9	1.7	3.4	4.6	90.3	.1	1.0	1.2	97.8
GARDENIA.....	100.0	8.5	1.7	2.7	4.0	.2	.8	3.0	4.7	91.5	.1	.2	.8	98.9
GENTE MONEY.....	100.0	8.8	1.7	1.9	4.7	.5	1.3	3.4	4.2	91.2	.1	.6	.6	98.7
GENTE MOTORI.....	100.0	9.6	1.9	2.6	4.3	.8	1.8	3.3	4.6	90.4	.1	.7	.9	98.3
GENTE VIAGGI.....	100.0	9.0	1.8	2.2	4.5	.5	1.3	3.1	4.6	91.0	.1	.6	.8	98.4
GIOIELLI.....	100.0	8.2	1.6	1.8	4.3	.5	.3	3.0	4.9	91.8	.1	.3	.8	98.8
INSIEME.....	100.0	6.9	1.6	1.4	3.4	.5	.6	2.7	3.6	93.1	*	.4	.8	98.8
JESUS.....	100.0	9.6	1.8	2.2	5.0	.6	.8	3.6	5.1	90.4	.1	.3	.6	99.0
LEI.....	100.0	9.0	1.5	2.2	4.9	.4	.6	3.0	5.5	91.0	.2	.4	.9	98.6
LINUS.....	100.0	9.8	1.8	2.4	5.0	.5	1.0	3.2	5.6	90.2	.3	.6	1.3	97.7
MADRE.....	100.0	9.7	2.1	2.3	4.8	.6	.4	3.8	5.6	90.3	.1	.3	.9	98.7
MANI DI FATA.....	100.0	8.2	1.8	1.8	4.0	.6	.3	3.1	4.9	91.8	.1	.4	1.3	98.3
MAX.....	100.0	9.9	1.6	2.6	5.1	.6	3.6	2.7	3.6	90.1	*	.9	.8	98.2
MESSAGGERO DI S.ANTONIO.....	100.0	7.3	1.4	1.7	3.6	.6	.4	2.2	4.7	92.7	.1	.3	1.3	98.3
LA MIA CASA.....	100.0	6.8	1.7	1.6	3.1	.5	.6	2.4	3.8	93.2	.1	.6	1.3	98.0
MILLEIDEE.....	100.0	8.3	1.7	1.9	4.1	.6	.4	3.0	5.0	91.7	.1	.4	.9	98.6
MODA.....	100.0	9.0	1.6	2.2	4.5	.6	.6	3.1	5.3	91.0	.1	.6	1.0	98.3
MOTOCICLISMO.....	100.0	9.3	1.5	2.9	3.7	1.0	2.9	2.4	4.0	90.7	.3	.8	1.0	98.0
MUSIC.....	100.0	9.3	1.4	2.5	4.5	1.0	2.6	2.7	4.0	90.7	.1	.6	1.1	98.2
NATURA OGGI.....	100.0	7.5	1.6	1.7	3.7	.5	.7	3.0	3.9	92.5	.1	.4	.7	98.7
PESCARE.....	100.0	9.8	2.0	3.0	4.0	.7	2.3	3.6	4.0	90.2	*	.5	.9	98.5
PHOTO ITALIANA.....	100.0	8.1	1.3	1.9	4.2	.7	2.6	2.4	3.1	91.9	.2	1.9	1.3	96.6
IL PIACERE.....	100.0	8.0	1.7	1.9	3.9	.5	.9	2.8	4.3	92.0	.1	.7	.7	98.4
PLAYMEN.....	100.0	10.4	1.5	3.2	4.5	1.1	5.0	2.4	3.1	89.6	.2	1.1	1.2	97.4
PM.....	100.0	8.8	1.6	1.9	4.6	.7	1.7	2.9	4.2	91.2	.2	.8	.9	98.0
QUATTORRUOTE.....	100.0	9.5	1.9	2.6	4.2	.8	1.8	3.1	4.6	90.5	.1	.7	1.1	98.1
QUI TOURING.....	100.0	9.1	1.8	1.8	4.9	.6	.7	3.2	5.1	90.9	.2	.5	.7	98.5
RAKAM.....	100.0	7.8	1.6	1.6	4.0	.5	.3	2.8	4.7	92.2	.1	.3	.9	98.7
ROCKSTAR.....	100.0	13.3	1.0	4.4	6.1	1.8	8.0	2.7	2.6	86.7	.1	1.0	1.3	97.6
SALVE.....	100.0	8.5	1.6	1.9	4.5	.5	.8	2.8	4.9	91.5	.1	.4	.9	98.6
SCIENZA 2000.....	100.0	9.4	2.2	2.0	4.1	1.1	.4	3.5	5.5	90.6	*	.3	1.4	98.3
SCIENZA E VITA NUOVA.....	100.0	9.5	1.9	1.9	4.9	.8	.9	3.2	5.5	90.5	.2	.5	1.2	98.1
LE SCIENZE.....	100.0	10.1	2.2	1.9	5.4	.7	.9	3.3	5.9	89.9	.6	.4	1.2	97.8
SELEZIONE DAL R.DIGEST.....	100.0	9.0	1.9	2.0	4.4	.7	.7	3.1	5.2	91.0	.1	.4	.9	98.6
STARBENE.....	100.0	8.2	1.7	1.9	4.1	.5	.7	3.0	4.5	91.8	.1	.5	1.0	98.4
STORIA ILLUSTRATA.....	100.0	7.9	1.6	1.8	4.0	.5	1.1	2.7	4.1	92.1	.2	.6	.8	98.4
SUPER GOL.....	100.0	9.9	1.8	3.2	3.9	1.1	2.4	2.9	4.6	90.1	.2	.5	1.3	98.0
IL TENNIS ITALIANO.....	100.0	7.3	1.3	2.0	3.6	.4	1.3	2.8	3.2	92.7	*	.6	1.0	98.3
TUTTO CUCINA.....	100.0	7.9	1.8	1.6	3.9	.5	.6	2.8	4.5	92.1	.1	.5	1.0	98.4
TUTTO MAGLIA.....	100.0	7.9	1.7	1.7	3.9	.6	.3	2.9	4.7	92.1	.1	.5	1.2	98.2
TUTTO MOTO.....	100.0	9.4	1.9	2.6	4.1	.9	2.1	2.7	4.6	90.6	.2	.8	.8	98.2
TUTTO MUSICA & SPETTACOLO.....	100.0	9.0	2.0	2.2	4.0	.7	1.1	3.1	4.8	91.0	.1	.5	1.2	98.2
TUTTO TURISMO.....	100.0	8.3	1.6	2.3	3.9	.5	1.0	3.0	4.3	91.7	.1	.6	1.0	98.3
TUTTO UNCINETTO.....	100.0	8.3	1.6	1.8	4.1	.7	.3	3.1	4.9	91.7	.1	.5	1.1	98.3
VELA E MOTORE.....	100.0	10.1	1.8	2.8	4.9	.6	1.5	3.6	5.0	89.9	*	.5	.9	98.6
VITAL.....	100.0	7.8	1.1	1.6	4.6	.5	1.7	2.4	3.7	92.2	.1	.5	.5	98.9
WEEKEND.....	100.0	9.3	1.5	2.4	5.0	.5	2.0	2.7	4.5	90.7	*	.8	.6	98.7
ZOOM.....	100.0	11.4	2.4	1.8	4.3	2.9	3.0	3.2	5.3	88.6	.1	2.4	2.8	94.7
DIANA (Quindicinale).....	100.0	9.1	1.4	2.5	4.6	.7	1.7	3.2	4.3	90.9	.2	.4	.8	98.6

Adulti

Lettori ultimo periodo

analisi secondo: ● possesso di una motocicletta, motorino o scooter (grande oltre 250 cc.) (percentuali di penetrazione)

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	2.7	.7	.9	1.0	.1	1.2	.5	1.0	97.3	.2	.7	2.0	97.2
PERIODICI	100.0	3.3	.9	1.1	1.2	.1	1.5	.6	1.1	96.7	.2	.8	2.1	96.9
SETTIMANALI	100.0	3.2	.8	1.0	1.2	.1	1.5	.5	1.2	96.8	.2	.8	2.0	97.0
ALBO BLITZ.....	100.0	4.5	1.5	1.4	1.5	.1	2.8	.8	.8	95.5	.5	1.7	2.8	95.0
AMICA.....	100.0	3.4	.9	1.0	1.3	.1	.9	.6	1.9	96.6	.1	.7	1.7	97.5
ANNA.....	100.0	3.1	.8	.9	1.2	.1	.7	.5	1.9	96.9	.1	.6	1.5	97.8
AUTOSPRINT.....	100.0	5.5	1.9	1.7	1.8	.1	3.6	.9	.9	94.5	.5	1.9	2.5	95.2
BELLA.....	100.0	2.6	.7	.8	.9	.1	.5	.5	1.6	97.4	.1	.4	1.5	98.0
CIAO 2001.....	100.0	4.3	1.5	1.6	1.2	*	2.1	.6	1.6	95.7	.4	1.7	3.3	94.6
CONFIDENZE.....	100.0	2.1	.5	.7	.7	.1	.4	.4	1.2	97.9	.1	.4	1.6	97.9
DOLLY.....	100.0	2.3	.6	.9	.8	.1	.5	.4	1.4	97.7	.1	.7	3.4	95.8
DOMENICA DEL CORRIERE.....	100.0	3.4	.9	1.1	1.3	.1	1.7	.7	1.1	96.6	.2	.7	1.7	97.4
DOMENICA QUIZ.....	100.0	4.0	1.1	1.4	1.5	.1	2.2	.6	1.1	96.0	.3	.9	2.1	96.7
EPOCA.....	100.0	3.9	1.1	1.4	1.4	.1	1.8	.8	1.3	96.1	.2	.8	1.8	97.2
L'ESPRESSO.....	100.0	4.8	1.4	1.7	1.6	.1	2.7	.9	1.2	95.2	.3	1.2	2.1	96.3
EUROPEO.....	100.0	4.7	1.4	1.6	1.6	.1	2.7	.9	1.1	95.3	.3	1.2	2.0	96.5
EVA EXPRESS.....	100.0	3.0	.9	1.0	1.0	.1	1.2	.5	1.3	97.0	.2	.7	1.7	97.4
FAMIGLIA CRISTIANA.....	100.0	2.8	.8	.9	1.0	.1	1.1	.5	1.1	97.2	.1	.5	1.9	97.5
GENTE.....	100.0	3.1	.9	1.0	1.1	.1	1.2	.6	1.3	96.9	.2	.8	1.8	97.2
GIOIA.....	100.0	2.8	.8	.9	1.0	.1	.7	.5	1.6	97.2	.1	.6	1.8	97.5
IL GIORNALINO.....	100.0	2.4	.7	.8	.8	.1	.9	.5	1.0	97.6	.1	.8	2.2	97.0
GRAND HOTEL.....	100.0	2.5	.7	.8	.9	.1	1.0	.5	1.0	97.5	.2	.6	1.9	97.2
GRAZIA.....	100.0	3.1	.9	1.0	1.2	.1	.8	.5	1.8	96.9	.1	.6	1.6	97.7
GUERIN SPORTIVO.....	100.0	5.0	1.7	1.7	1.5	.1	3.0	.8	1.1	95.0	.5	1.8	3.1	94.6
GUIDA CUCINA.....	100.0	2.8	.7	1.0	1.0	.1	.8	.5	1.5	97.2	.1	.6	1.7	97.6
GUIDA TV.....	100.0	3.0	.9	1.0	1.1	.1	1.5	.6	1.0	97.0	.2	.8	2.1	96.9
INTIMITA'.....	100.0	2.3	.6	.7	.9	.1	.6	.4	1.3	97.7	.1	.4	1.5	98.0
INTREPIDO.....	100.0	3.7	1.2	1.2	1.3	.1	2.2	.7	.8	96.3	.4	1.4	2.9	95.3
IL MONDO.....	100.0	6.8	2.2	2.3	2.2	.1	4.4	1.3	1.0	93.2	.3	1.2	1.6	96.9
MONDO ECONOMICO.....	100.0	6.0	2.0	2.0	1.9	.1	3.9	1.1	1.1	94.0	.3	1.0	1.6	97.1
IL MONELLO.....	100.0	4.2	1.4	1.4	1.4	.1	2.5	.7	1.0	95.8	.4	1.4	2.6	95.5
NOVELLA 2000.....	100.0	2.9	.8	1.0	1.0	.1	1.1	.5	1.2	97.1	.2	.7	1.8	97.3
OGGI.....	100.0	3.3	.9	1.1	1.2	.1	1.4	.6	1.3	96.7	.2	.8	1.8	97.3
ONDA TV.....	100.0	2.7	.8	.9	.9	.1	1.2	.5	.9	97.3	.2	.8	2.3	96.8
PANORAMA.....	100.0	5.0	1.5	1.7	1.7	.1	2.9	.9	1.3	95.0	.3	1.4	2.1	96.2
RADIOCORRIERE TV.....	100.0	3.4	1.0	1.2	1.2	.1	1.7	.6	1.1	96.6	.2	1.0	2.2	96.6
RAGAZZA IN.....	100.0	2.2	.7	.8	.6	.1	.5	.4	1.3	97.8	.1	.7	3.2	96.0
ROMBO.....	100.0	5.6	2.0	1.7	1.7	.2	3.9	.9	.8	94.4	.6	2.3	2.7	94.4
SORRISI E CANZONI TV.....	100.0	3.1	.9	1.0	1.1	.1	1.4	.6	1.2	96.9	.2	.9	2.2	96.6
STARTER.....	100.0	5.4	1.9	1.7	1.7	.1	3.6	.9	.9	94.6	.7	2.5	2.9	93.9
STOP.....	100.0	2.7	.7	.9	1.0	.1	1.0	.5	1.2	97.3	.1	.5	1.7	97.7
TELESETTE.....	100.0	3.4	1.0	1.1	1.2	.1	1.8	.6	1.0	96.6	.3	1.0	2.2	96.5
TOPOLINO.....	100.0	3.7	1.2	1.2	1.2	.1	1.8	.7	1.2	96.3	.3	1.1	2.3	96.3

Lettori ultimo periodo

analisi secondo: ● possesso di una motocicletta, motorino o scooter (grande oltre 250 cc.) (percentuali di penetrazione)

	Totale	POSSESSORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSESSORI	INTENZIONE D'ACQUISTO			
			1985/1986	1983/1984	prima del 1983	non ricordo	deciso io	deciso insieme	deciso altri		certainamente sì	probabilmente sì	non so	no
TOTALE.....	100.0	2.7	.7	.9	1.0	.1	1.2	.5	1.0	97.3	.2	.7	2.0	97.2
MENSILI.....	100.0	4.3	1.2	1.4	1.5	.1	2.1	.8	1.4	95.7	.3	1.1	2.4	96.3
ABITARE.....	100.0	4.6	1.4	1.4	1.7	.1	2.3	.8	1.5	95.4	.2	1.0	1.6	97.2
AD.....	100.0	5.2	1.6	1.7	1.8	.1	2.7	.8	1.7	94.8	.3	1.2	1.7	96.8
AIRONE.....	100.0	5.1	1.6	1.5	1.8	.1	2.6	.9	1.6	94.9	.3	1.1	1.8	96.9
ALTA FEDELTA'.....	100.0	5.1	1.6	1.6	1.8	*	3.1	.8	1.2	94.9	.6	2.1	3.1	94.2
ASTRA.....	100.0	4.0	1.1	1.3	1.5	.1	1.5	.6	1.9	96.0	.3	.9	2.3	96.6
ATLANTE.....	100.0	4.1	1.3	1.3	1.5	.1	2.0	.8	1.3	95.9	.2	.9	2.0	96.9
AUTO CAPITAL.....	100.0	7.0	2.4	2.5	1.9	.1	4.5	1.2	1.3	93.0	.8	2.0	2.2	95.0
L'AUTOMOBILE.....	100.0	4.4	1.2	1.4	1.6	.1	2.3	.9	1.2	95.6	.3	1.1	2.1	96.5
BENISSIMO.....	100.0	2.2	.6	.7	.8	.1	.3	.4	1.5	97.8	.1	.4	1.8	97.7
BRAVA CASA.....	100.0	3.8	1.0	1.2	1.4	.2	1.3	.7	1.8	96.2	.1	.7	1.4	97.8
CAPITAL.....	100.0	6.0	2.0	2.0	1.8	.1	3.5	1.1	1.4	94.0	.4	1.3	1.6	96.7
CASAVIVA.....	100.0	3.8	1.0	1.2	1.5	.1	1.5	.7	1.6	96.2	.1	.7	1.5	97.7
100 COSE.....	100.0	3.2	.9	1.1	1.2	.1	.8	.6	1.9	96.8	.2	.8	2.4	96.6
CONSIGLI PRATICI.....	100.0	1.7	.3	.7	.5	.1	.6	.2	.8	98.3	.1	.5	1.4	98.1
CORTO MALTESE.....	100.0	6.2	1.9	2.0	2.3	*	3.8	.9	1.4	93.8	.4	1.3	2.4	95.9
COSMOPOLITAN.....	100.0	4.1	1.2	1.2	1.5	.1	1.4	.7	1.9	95.9	.3	1.0	1.9	96.8
LA CUCINA ITALIANA.....	100.0	3.0	.7	1.0	1.2	.1	1.0	.6	1.5	97.0	.1	.6	1.6	97.7
DONNAPIU'.....	100.0	2.9	.8	.9	1.1	.1	.8	.5	1.6	97.1	.1	.5	1.6	97.8
ESPANSIONE.....	100.0	5.2	1.8	1.6	1.7	.1	3.0	1.2	1.0	94.8	.1	1.1	1.2	97.6
FOTOGRAFARE.....	100.0	5.8	1.8	2.1	1.9	.1	3.8	.9	1.1	94.2	.4	1.4	2.2	96.0
GARDENIA.....	100.0	3.4	.9	1.1	1.4	*	1.5	.5	1.4	96.6	.2	.6	1.3	97.9
GENTE MONEY.....	100.0	5.4	1.7	1.7	1.9	.1	3.0	1.1	1.3	94.6	.3	1.2	1.7	96.8
GENTE MOTORI.....	100.0	4.7	1.5	1.6	1.6	.1	2.8	.9	1.1	95.3	.4	1.5	2.5	95.6
GENTE VIAGGI.....	100.0	5.6	1.8	1.8	1.9	.1	3.1	1.0	1.5	94.4	.4	1.3	2.0	96.4
GIOIELLI.....	100.0	2.4	.6	.7	.9	.1	.3	.5	1.6	97.6	.1	.4	1.6	97.9
INSIEME.....	100.0	3.5	.9	1.0	1.4	.1	1.3	.8	1.4	96.5	.1	.5	1.3	98.1
JESUS.....	100.0	2.7	.7	.8	1.1	.1	1.2	.4	1.1	97.3	.1	.4	1.6	97.9
LEI.....	100.0	3.3	1.0	1.0	1.3	.1	.7	.6	2.0	96.7	.2	.8	2.0	96.9
LINUS.....	100.0	5.5	1.8	1.8	1.8	.1	3.1	.8	1.5	94.5	.3	1.5	2.3	95.8
MADRE.....	100.0	2.8	1.0	.7	1.0	.2	1.0	.4	1.3	97.2	.1	.3	1.5	98.1
MANI DI FATA.....	100.0	1.9	.5	.6	.7	.1	.3	.4	1.2	98.1	.1	.4	1.7	97.9
MAX.....	100.0	6.4	2.2	2.2	1.9	.1	3.9	1.0	1.5	93.6	.9	2.1	2.8	94.2
MESSAGGERO DI S.ANTONIO.....	100.0	2.1	.5	.7	.8	.1	.8	.4	.9	97.9	.1	.6	2.3	97.1
LA MIA CASA.....	100.0	2.9	.8	1.1	1.0	.1	1.3	.6	1.1	97.1	.3	.7	1.8	97.2
MILLEIDEE.....	100.0	2.4	.6	.8	.9	.1	.4	.5	1.6	97.6	.1	.5	1.6	97.8
MODA.....	100.0	3.2	.9	1.1	1.1	.1	1.1	.6	1.6	96.8	.2	.8	2.2	96.8
MOTOCICLISMO.....	100.0	4.4	1.5	1.5	1.3	.1	2.6	.8	1.0	95.6	.4	1.7	2.9	95.0
MUSIC.....	100.0	3.2	1.1	1.2	.9	*	1.5	.5	1.2	96.8	.3	1.7	3.4	94.7
NATURA OGGI.....	100.0	4.0	1.2	1.1	1.6	.1	2.1	.7	1.3	96.0	.2	.9	1.8	97.2
PESCARE.....	100.0	4.7	1.2	1.6	1.8	.1	2.9	.8	1.0	95.3	.3	1.2	1.9	96.6
PHOTO ITALIANA.....	100.0	5.9	1.8	2.1	1.8	.1	3.5	.8	1.5	94.1	.6	1.6	2.3	95.5
IL PIACERE.....	100.0	6.1	2.1	2.0	2.0	.1	3.2	1.0	1.9	93.9	.4	1.5	1.8	96.3
PLAYMEN.....	100.0	4.2	1.3	1.5	1.3	.1	2.6	.7	.8	95.8	.3	1.4	2.5	95.8
PM.....	100.0	5.7	1.8	1.9	1.9	.1	3.2	1.0	1.5	94.3	.4	1.6	2.2	95.8
QUATTRRUOTE.....	100.0	4.8	1.5	1.6	1.6	.1	2.9	.9	1.0	95.2	.4	1.5	2.4	95.7
QUI TOURING.....	100.0	5.4	1.7	1.7	1.8	.1	2.7	1.0	1.6	94.6	.2	1.0	1.5	97.3
RAKAM.....	100.0	2.3	.6	.7	.9	.1	.3	.4	1.6	97.7	.1	.4	1.4	98.0
ROCKSTAR.....	100.0	4.8	1.7	1.8	1.3	*	2.8	.7	1.3	95.2	.7	2.6	3.2	93.6
SALVE.....	100.0	4.1	1.2	1.3	1.5	.1	1.7	.7	1.7	95.9	.2	.9	1.8	97.1
SCIENZA 2000.....	100.0	3.3	1.1	1.1	1.0	*	1.8	.5	1.0	96.7	.1	1.2	3.3	95.4
SCIENZA E VITA NUOVA.....	100.0	4.3	1.6	1.4	1.3	.1	2.2	.7	1.4	95.7	.2	1.2	2.4	96.2
LE SCIENZE.....	100.0	5.7	1.8	1.9	2.0	.1	3.6	.9	1.2	94.3	.3	1.5	2.3	95.9
SELEZIONE DAL R.DIGEST.....	100.0	3.5	1.0	1.1	1.3	.1	1.6	.7	1.3	96.5	.2	.9	1.9	97.1
STARBENE.....	100.0	3.7	1.1	1.2	1.3	.1	1.6	.6	1.5	96.3	.2	.8	1.8	97.2
STORIA ILLUSTRATA.....	100.0	4.0	1.2	1.3	1.4	.1	2.1	.8	1.1	96.0	.2	.9	2.0	96.8
SUPER GOL.....	100.0	3.6	1.2	1.1	1.2	.1	2.1	.7	.8	96.4	.4	1.5	3.2	95.0
IL TENNIS ITALIANO.....	100.0	4.4	1.6	1.4	1.3	.1	2.5	.7	1.1	95.6	.4	1.5	2.8	95.3
TUTTO CUCINA.....	100.0	2.5	.7	.8	.9	.1	.8	.5	1.2	97.5	.1	.5	1.6	97.8
TUTTO MAGLIA.....	100.0	2.1	.5	.7	.7	.2	.4	.5	1.1	97.9	.1	.5	1.7	97.7
TUTTO MOTO.....	100.0	4.4	1.5	1.5	1.3	.1	2.6	.8	1.1	95.6	.4	1.9	3.2	94.5
TUTTO MUSICA & SPETTACOLO.....	100.0	3.0	1.0	1.0	.9	*	1.3	.5	1.2	97.0	.3	1.4	3.3	95.0
TUTTO TURISMO.....	100.0	4.7	1.4	1.6	1.7	.1	2.6	.8	1.3	95.3	.3	1.1	2.2	96.4
TUTTO UNCINETTO.....	100.0	2.0	.5	.6	.7	.1	.4	.4	1.2	98.0	.1	.4	1.7	97.8
VELA E MOTORE.....	100.0	4.3	1.3	1.5	1.4	.1	2.2	.9	1.2	95.7	.3	1.6	2.2	95.8
VITAL.....	100.0	4.1	1.2	1.4	1.5	.1	1.5	.9	1.7	95.9	.3	1.1	2.1	96.5
WEEKEND.....	100.0	4.8	1.6	1.3	1.8	.1	2.3	1.2	1.4	95.2	.3	1.0	1.9	96.8
ZOOM.....	100.0	9.4	2.5	4.6	2.3	.1	6.1	.9	2.4	90.6	.4	2.0	2.0	95.5
DIANA (Quindicinale).....	100.0	3.2	.8	1.0	1.3	*	1.5	.6	1.0	96.8	.2	.7	2.1	97.1

Uomini

Lettori ultimo periodo

analisi secondo: ● possesso di una motocicletta, motorino o scooter (grande oltre 250 cc.) (percentuali di penetrazione)

	Totale	POSSESSORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSESSORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso io	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	3.8	1.1	1.3	1.3	.1	2.3	.7	.8	96.2	.3	1.0	2.3	96.4
PERIODICI	100.0	4.9	1.4	1.7	1.7	.1	3.1	.9	.9	95.1	.4	1.4	2.5	95.7
SETTIMANALI	100.0	4.6	1.3	1.6	1.7	.1	3.0	.7	.9	95.4	.4	1.4	2.3	95.8
ALBO BLITZ.....	100.0	4.8	1.6	1.5	1.6	.1	3.1	.9	.8	95.2	.5	1.8	2.9	94.7
AMICA.....	100.0	5.9	1.8	2.0	1.9	.1	3.9	1.1	.8	94.1	.4	1.6	2.3	95.7
ANNA.....	100.0	5.7	1.7	2.0	1.9	.1	3.8	1.0	.9	94.3	.4	1.4	2.1	96.2
AUTOSPRINT.....	100.0	6.1	2.1	1.9	1.9	.1	4.3	1.0	.8	93.9	.6	2.2	2.7	94.6
BELLA.....	100.0	4.7	1.4	1.6	1.7	.1	3.1	.9	.8	95.3	.2	1.1	2.1	96.6
CIAO 2001.....	100.0	5.5	2.1	1.9	1.5	*	3.9	.8	.9	94.5	.8	2.8	3.5	92.9
CONFIDENZE.....	100.0	3.7	.9	1.2	1.4	.1	2.0	.7	.9	96.3	.2	.9	2.1	96.8
DOLLY.....	100.0	3.8	1.4	1.2	1.0	.1	2.2	.6	.9	96.2	.6	2.4	3.8	93.2
DOMENICA DEL CORRIERE.....	100.0	4.3	1.2	1.4	1.5	.1	2.6	.9	.8	95.7	.3	1.0	1.9	96.9
DOMENICA QUIZ.....	100.0	5.1	1.4	1.8	1.9	*	3.7	.8	.7	94.9	.4	1.3	2.4	95.9
EPOCA.....	100.0	4.9	1.3	1.7	1.7	.1	2.9	1.1	.9	95.1	.2	1.1	2.0	96.7
L'ESPRESSO.....	100.0	5.9	1.8	2.2	1.8	.1	4.1	1.1	.8	94.1	.4	1.7	2.4	95.5
EUROPEO.....	100.0	5.5	1.6	2.0	1.8	.1	3.6	1.1	.8	94.5	.4	1.5	2.2	95.9
EVA EXPRESS.....	100.0	5.2	1.6	1.7	1.7	.1	3.6	.8	.8	94.8	.5	1.4	2.3	95.8
FAMIGLIA CRISTIANA.....	100.0	4.0	1.2	1.2	1.5	.1	2.3	.7	.9	96.0	.2	.9	2.1	96.8
GENTE.....	100.0	4.5	1.3	1.6	1.5	.1	2.9	.9	.8	95.5	.3	1.3	2.3	96.0
GIOIA.....	100.0	5.0	1.5	1.7	1.6	.1	3.1	.9	.9	95.0	.4	1.5	2.3	95.9
IL GIORNALINO.....	100.0	3.3	1.0	1.0	1.3	*	1.9	.7	.7	96.7	.2	1.4	2.7	95.7
GRAND HOTEL.....	100.0	3.9	1.1	1.3	1.4	.1	2.4	.7	.8	96.1	.4	1.1	2.3	96.2
GRAZIA.....	100.0	5.3	1.7	1.8	1.8	.1	3.3	1.1	.9	94.7	.4	1.4	2.1	96.1
GUERIN SPORTIVO.....	100.0	5.2	1.9	1.8	1.5	.1	3.4	.9	1.0	94.8	.5	2.0	3.2	94.3
GUIDA CUCINA.....	100.0	5.0	1.3	1.9	1.7	.1	3.3	1.0	.7	95.0	.3	1.2	2.4	96.1
GUIDA TV.....	100.0	4.1	1.2	1.4	1.4	.1	2.6	.8	.7	95.9	.3	1.2	2.4	96.0
INTIMITA'.....	100.0	4.3	1.1	1.4	1.7	.1	2.5	.8	.9	95.7	.2	.9	1.9	96.9
INTREPIDO.....	100.0	4.2	1.3	1.4	1.4	.1	2.7	.7	.7	95.8	.5	1.7	3.1	94.8
IL MONDO.....	100.0	7.6	2.5	2.6	2.3	.1	5.4	1.5	.6	92.4	.3	1.4	1.7	96.6
MONDO ECONOMICO.....	100.0	6.6	2.3	2.3	2.0	.1	4.7	1.2	.8	93.4	.3	1.2	1.6	96.9
IL MONELLO.....	100.0	5.1	1.7	1.7	1.6	.1	3.4	.8	.8	94.9	.6	1.9	2.9	94.7
NOVELLA 2000.....	100.0	4.6	1.4	1.5	1.6	.1	3.0	.8	.8	95.4	.5	1.5	2.3	95.8
OGGI.....	100.0	4.6	1.4	1.6	1.6	.1	2.9	.9	.8	95.4	.3	1.3	2.2	96.2
ONDA TV.....	100.0	3.7	1.2	1.2	1.3	.1	2.4	.8	.6	96.3	.3	1.3	2.6	95.8
PANORAMA.....	100.0	6.3	2.0	2.3	2.0	.1	4.4	1.1	.8	93.7	.5	1.9	2.3	95.3
RADIOCORRIERE TV.....	100.0	4.6	1.3	1.7	1.5	.1	2.9	.8	.8	95.4	.4	1.4	2.5	95.6
RAGAZZA IN.....	100.0	3.4	1.3	1.1	.9	*	1.9	.6	.8	96.6	.5	1.8	3.3	94.4
ROMBO.....	100.0	5.9	2.1	1.8	1.8	.2	4.2	1.0	.7	94.1	.6	2.5	2.8	94.1
SORRISI E CANZONI TV.....	100.0	4.5	1.4	1.5	1.5	.1	2.9	.8	.9	95.5	.4	1.6	2.7	95.3
STARTER.....	100.0	5.6	2.0	1.8	1.8	.1	3.9	.9	.8	94.4	.7	2.7	3.0	93.6
STOP.....	100.0	4.2	1.2	1.3	1.5	.2	2.6	.8	.8	95.8	.3	1.0	1.9	96.8
TELESETTE.....	100.0	4.6	1.4	1.5	1.6	.1	3.0	.8	.7	95.4	.4	1.5	2.5	95.5
TOPOLINO.....	100.0	5.0	1.7	1.7	1.6	*	3.3	.8	.9	95.0	.5	1.8	2.7	95.0

Lettori ultimo periodo

analisi secondo: ● possesso di una motocicletta, motorino o scooter (grande oltre 250 cc.) (percentuali di penetrazione)

	Totale	POSSES-SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES-SORI	INTENZIONE D'ACQUISTO			
			1985/1986	1983/1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certain-mente si	probabil-mente si	non so	no
TOTALE	100.0	3.8	1.1	1.3	1.3	.1	2.3	.7	.8	96.2	.3	1.0	2.3	96.4
MENSILI	100.0	6.1	1.9	2.1	1.9	.1	3.9	1.0	1.1	93.9	.5	1.7	2.9	94.9
ABITARE.....	100.0	6.1	2.1	2.1	1.9	.1	4.3	1.2	.7	93.9	.4	1.5	2.0	96.1
AD.....	100.0	7.2	2.4	2.7	2.1	.1	5.3	1.2	.8	92.8	.6	1.9	2.1	95.4
AIRONE.....	100.0	6.6	2.2	2.1	2.1	.1	4.5	1.2	.9	93.4	.4	1.6	2.2	95.8
ALTA FEDELTA'.....	100.0	5.6	1.8	1.8	1.9	*	3.7	.8	1.1	94.4	.7	2.4	3.3	93.7
ASTRA.....	100.0	6.3	2.0	2.3	2.0	.1	4.6	.9	.8	93.7	.6	2.0	2.8	94.5
ATLANTE.....	100.0	5.3	1.8	1.8	1.7	.1	3.5	1.2	.7	94.7	.4	1.3	2.4	95.9
AUTO CAPITAL.....	100.0	7.6	2.7	2.8	2.0	.1	5.2	1.3	1.1	92.4	.9	2.3	2.3	94.5
L'AUTOMOBILE.....	100.0	5.0	1.5	1.7	1.8	.1	3.1	1.0	1.0	95.0	.4	1.3	2.3	96.0
BENISSIMO.....	100.0	4.8	1.6	1.6	1.4	.1	3.1	.9	.8	95.2	.4	1.7	3.2	94.7
BRAVA CASA.....	100.0	6.1	1.9	2.2	2.0	.1	4.6	1.0	.5	93.9	.3	1.3	2.1	96.3
CAPITAL.....	100.0	7.1	2.5	2.5	2.0	.1	5.0	1.3	.8	92.9	.5	1.7	1.8	95.9
CASAVIVA.....	100.0	5.9	1.7	2.0	2.1	.1	4.2	1.1	.6	94.1	.3	1.2	2.0	96.5
100 COSE.....	100.0	5.8	2.0	2.0	1.7	.1	3.7	1.0	1.1	94.2	.7	2.1	3.1	94.1
CONSIGLI PRATICI.....	100.0	3.6	.6	2.0	.9	*	2.7	.4	.5	96.4	.1	1.6	2.0	96.3
CORTO MALTESE.....	100.0	7.6	2.6	2.7	2.3	*	5.6	1.2	.8	92.4	.5	1.9	3.0	94.6
COSMOPOLITAN.....	100.0	6.4	2.2	2.2	1.9	.1	4.5	1.1	.9	93.6	.7	2.1	2.6	94.6
LA CUCINA ITALIANA.....	100.0	4.3	1.1	1.7	1.5	*	2.6	.8	1.0	95.7	.2	1.0	2.2	96.6
DONNAPIU'.....	100.0	6.2	2.0	2.0	2.0	.1	4.1	1.2	.9	93.8	.3	1.4	2.4	95.9
ESPANSIONE.....	100.0	6.0	2.3	1.9	1.8	.1	4.0	1.6	.4	94.0	.2	1.4	1.3	97.1
FOTOGRAFARE.....	100.0	6.8	2.1	2.5	2.2	.1	4.9	1.1	.9	93.2	.5	1.7	2.4	95.4
GARDENIA.....	100.0	4.8	1.2	2.0	1.6	*	3.3	.7	.8	95.2	.4	1.1	1.8	96.7
GENTE MONEY.....	100.0	6.5	2.2	2.1	2.1	.1	4.4	1.3	.7	93.5	.4	1.6	2.0	96.0
GENTE MOTORI.....	100.0	5.3	1.7	1.8	1.7	.1	3.4	1.0	.9	94.7	.5	1.7	2.7	95.1
GENTE VIAGGI.....	100.0	7.1	2.3	2.4	2.2	.1	4.9	1.2	1.0	92.9	.5	1.8	2.3	95.4
GIOIELLI.....	100.0	4.1	1.2	1.4	1.4	.1	2.3	.9	.9	95.9	.3	1.2	2.6	95.9
INSIEME.....	100.0	6.0	1.5	2.0	2.4	.1	4.4	1.3	.4	94.0	.2	1.0	2.0	96.8
JESUS.....	100.0	3.8	1.1	1.2	1.5	*	2.4	.6	.8	96.2	.2	.7	1.8	97.3
LEI.....	100.0	6.0	2.2	2.0	1.8	.1	3.7	1.2	1.1	94.0	.7	2.3	2.7	94.3
LINUS.....	100.0	7.3	2.6	2.5	2.2	.1	5.2	1.1	1.0	92.7	.6	2.2	2.7	94.5
MADRE.....	100.0	4.4	1.5	1.2	1.5	.2	3.0	.7	.7	95.6	.2	.6	1.8	97.3
MANI DI FATA.....	100.0	4.2	1.0	1.4	1.7	.1	2.5	1.0	.7	95.8	.2	.8	2.3	96.8
MAX.....	100.0	8.3	3.0	2.9	2.2	.1	6.0	1.2	1.1	91.7	1.3	3.1	3.1	92.6
MESSAGGERO DI S.ANTONIO.....	100.0	3.2	.8	1.1	1.2	.1	1.8	.7	.7	96.8	.2	1.1	2.5	96.2
LA MIA CASA.....	100.0	4.4	1.1	1.6	1.6	.1	3.0	.9	.5	95.6	.7	1.3	1.9	96.1
MILLEIDEE.....	100.0	4.6	1.3	1.6	1.6	.1	2.8	.9	.9	95.4	.3	1.3	2.6	95.7
MODA.....	100.0	5.4	1.6	1.9	1.8	.1	3.3	.9	1.1	94.6	.5	1.7	2.6	95.2
MOTOCICLISMO.....	100.0	4.6	1.6	1.6	1.4	.1	2.8	.8	1.0	95.4	.5	1.8	3.0	94.7
MUSIC.....	100.0	4.2	1.6	1.6	1.1	*	2.7	.7	.8	95.8	.5	2.8	3.4	93.3
NATURA OGGI.....	100.0	5.4	1.7	1.5	2.0	.1	3.5	1.0	.8	94.6	.3	1.3	2.2	96.2
PESCARRE.....	100.0	5.0	1.2	1.7	1.9	*	3.3	.8	.9	95.0	.4	1.3	1.9	96.4
PHOTO ITALIANA.....	100.0	7.0	2.3	2.7	2.0	*	4.8	1.0	1.3	93.0	.8	2.1	2.7	94.4
IL PIACERE.....	100.0	8.0	3.0	2.8	2.1	.1	5.7	1.4	.9	92.0	.6	2.1	2.1	95.1
PLAYMEN.....	100.0	4.4	1.3	1.6	1.4	.1	2.8	.8	.8	95.6	.3	1.5	2.6	95.6
PM.....	100.0	7.6	2.6	2.6	2.3	.1	5.3	1.3	.9	92.4	.6	2.3	2.7	94.4
QUATTORRUOTE.....	100.0	5.4	1.7	1.8	1.8	.1	3.6	1.0	.9	94.6	.5	1.7	2.6	95.2
QUI TOURING.....	100.0	6.8	2.3	2.2	2.2	.2	4.5	1.5	.8	93.2	.4	1.4	1.8	96.5
RAKAM.....	100.0	3.9	1.0	1.3	1.5	.1	2.3	.9	.7	96.1	.3	1.2	2.3	96.3
ROCKSTAR.....	100.0	5.7	2.2	2.1	1.4	*	4.0	.8	1.0	94.3	.9	3.6	3.3	92.2
SALVE.....	100.0	6.4	2.0	2.1	2.2	.1	4.4	1.2	.9	93.6	.5	1.7	2.3	95.5
SCIENZA 2000.....	100.0	4.0	1.4	1.3	1.2	*	2.5	.6	.8	96.0	.1	1.6	3.4	94.9
SCIENZA E VITA NUOVA.....	100.0	5.5	2.2	1.7	1.5	*	3.6	.9	.9	94.5	.3	1.7	2.8	95.2
LE SCIENZE.....	100.0	7.0	2.3	2.3	2.3	*	5.0	1.2	.8	93.0	.4	1.9	2.6	95.1
SELEZIONE DAL R.DIGEST.....	100.0	4.7	1.5	1.5	1.7	.1	2.9	1.0	.9	95.3	.3	1.3	2.2	96.2
STARBENE.....	100.0	6.0	1.8	2.1	2.0	.1	4.2	1.0	.8	94.0	.4	1.7	2.4	95.5
STORIA ILLUSTRATA.....	100.0	4.6	1.4	1.6	1.6	.1	2.8	1.0	.9	95.4	.3	1.2	2.3	96.3
SUPER GOL.....	100.0	3.7	1.3	1.2	1.2	*	2.3	.7	.7	96.3	.4	1.6	3.2	94.8
IL TENNIS ITALIANO.....	100.0	4.6	1.8	1.4	1.3	.1	3.1	.8	.7	95.4	.5	1.7	3.1	94.7
TUTTO CUCINA.....	100.0	4.3	1.1	1.5	1.6	.1	2.8	.8	.7	95.7	.3	1.1	2.0	96.6
TUTTO MAGLIA.....	100.0	4.3	1.2	1.6	1.4	.1	2.8	.9	.6	95.7	.3	1.3	2.2	96.2
TUTTO MOTO.....	100.0	4.7	1.6	1.6	1.4	.1	3.0	.8	1.0	95.3	.4	2.2	3.4	94.0
TUTTO MUSICA & SPETTACOLO.....	100.0	4.0	1.6	1.2	1.1	*	2.4	.7	.8	96.0	.5	2.5	3.6	93.4
TUTTO TURISMO.....	100.0	5.8	1.7	2.0	2.0	.1	3.8	1.0	1.0	94.2	.5	1.6	2.3	95.6
TUTTO UNCINETTO.....	100.0	3.9	1.0	1.4	1.4	.1	2.4	.7	.7	96.1	.3	1.1	2.5	96.1
VELA E MOTORE.....	100.0	4.8	1.5	1.7	1.6	*	2.9	1.1	.9	95.2	.4	1.9	2.5	95.2
VITAL.....	100.0	7.5	2.6	2.4	2.4	.1	5.0	1.8	.7	92.5	.9	2.8	2.2	94.1
WEEKEND.....	100.0	6.1	2.3	1.7	2.1	*	3.6	1.7	.8	93.9	.4	1.4	2.1	96.1
ZOOM.....	100.0	9.9	2.6	5.0	2.3	.1	6.8	.9	2.2	90.1	.5	2.2	1.9	95.4
DIANA (Quindicinale).....	100.0	3.5	.9	1.2	1.4	*	1.9	.7	.9	96.5	.2	.7	2.2	96.8

Donne

Lettori ultimo periodo

analisi secondo: ● possesso di una motocicletta, motorino o scooter (grande oltre 250 cc.) (percentuali di penetrazione)

	Totale	POSSESSORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSESSORI	INTENZIONE D'ACQUISTO			
			1985/1986	1983/1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certamente si	probabilmente si	non so	no
TOTALE	100.0	1.6	.4	.5	.6	.1	.1	.3	1.2	98.4	*	.3	1.7	98.0
PERIODICI	100.0	1.8	.4	.6	.7	.2	.1	.4	1.4	98.2	*	.3	1.6	98.0
SETTIMANALI	100.0	1.9	.4	.6	.7	.1	.1	.4	1.4	98.1	*	.3	1.7	98.0
ALBO BLITZ.....	100.0	1.8	.6	.4	.7	.1	.1	.5	1.2	98.2	.1	.3	1.8	97.7
AMICA.....	100.0	2.7	.7	.8	1.1	.1	.1	.5	2.2	97.3	.1	.5	1.5	97.9
ANNA.....	100.0	2.6	.7	.7	1.0	.1	.1	.4	2.0	97.4	.1	.4	1.4	98.1
AUTOSPRINT.....	100.0	2.4	.7	.6	1.0	.1	.1	.4	1.9	97.6	.1	.4	1.5	98.1
BELLA.....	100.0	2.2	.6	.7	.8	.1	.1	.4	1.7	97.8	*	.3	1.4	98.2
CIAO 2001.....	100.0	2.9	.7	1.2	.9	*	.1	.4	2.4	97.1	*	.4	3.0	96.6
CONFIDENZE.....	100.0	1.7	.4	.5	.6	.1	.1	.3	1.3	98.3	*	.3	1.5	98.1
DOLLY.....	100.0	1.9	.3	.7	.7	.1	.1	.3	1.5	98.1	*	.3	3.3	96.5
DOMENICA DEL CORRIERE.....	100.0	1.9	.5	.6	.8	.1	.1	.4	1.5	98.1	*	.3	1.4	98.2
DOMENICA QUIZ.....	100.0	2.3	.6	.6	.9	.1	.1	.5	1.7	97.7	*	.4	1.7	97.9
EPOCA.....	100.0	2.4	.6	.7	1.0	.1	.1	.4	2.0	97.6	.1	.4	1.3	98.2
L'ESPRESSO.....	100.0	2.7	.6	.7	1.2	.2	.1	.5	2.1	97.3	.1	.4	1.6	97.9
EUROPEO.....	100.0	2.4	.6	.6	1.0	.1	.1	.4	2.0	97.6	.1	.5	1.2	98.2
EVA EXPRESS.....	100.0	2.1	.5	.7	.7	.1	.1	.4	1.6	97.9	*	.4	1.4	98.2
FAMIGLIA CRISTIANA.....	100.0	1.7	.4	.5	.6	.1	.1	.3	1.3	98.3	*	.2	1.7	98.1
GENTE.....	100.0	2.1	.5	.6	.8	.1	.1	.4	1.7	97.9	.1	.4	1.5	98.1
GIOIA.....	100.0	2.2	.6	.7	.9	.1	.1	.4	1.7	97.8	.1	.4	1.7	97.9
IL GIORNALINO.....	100.0	1.6	.4	.7	.4	.1	*	.4	1.2	98.4	*	.2	1.7	98.1
GRAND HOTEL.....	100.0	1.6	.4	.5	.5	.1	.1	.3	1.1	98.4	.1	.3	1.7	97.9
GRAZIA.....	100.0	2.5	.6	.7	1.0	.1	.1	.4	2.0	97.5	.1	.4	1.5	98.1
GUERIN SPORTIVO.....	100.0	2.6	.7	1.0	.9	.1	.1	.4	2.1	97.4	.1	.4	2.6	97.0
GUIDA CUCINA.....	100.0	2.2	.5	.7	.9	.2	.1	.4	1.7	97.8	.1	.4	1.5	98.0
GUIDA TV.....	100.0	1.8	.5	.6	.6	.1	.1	.4	1.3	98.2	.1	.3	1.8	97.9
INTIMITA'.....	100.0	1.8	.5	.6	.6	.1	.1	.3	1.4	98.2	*	.3	1.4	98.3
INTREPIDO.....	100.0	1.9	.5	.6	.7	.1	.2	.5	1.2	98.1	.1	.3	2.0	97.6
IL MONDO.....	100.0	3.2	.7	.8	1.6	.1	.1	.4	2.7	96.8	.1	.4	1.1	98.5
MONDO ECONOMICO.....	100.0	3.2	.7	1.0	1.3	.1	.1	.6	2.5	96.8	.1	.4	1.7	97.8
IL MONELLO.....	100.0	2.1	.6	.7	.8	.1	.1	.5	1.5	97.9	.1	.4	1.9	97.6
NOVELLA 2000.....	100.0	2.0	.5	.6	.7	.1	.1	.4	1.5	98.0	*	.3	1.5	98.2
OGGI.....	100.0	2.2	.6	.7	.9	.1	.1	.4	1.7	97.8	.1	.4	1.5	98.1
ONDA TV.....	100.0	1.6	.4	.6	.5	.2	.1	.3	1.2	98.4	.1	.2	1.9	97.8
PANORAMA.....	100.0	2.7	.7	.7	1.2	.1	.1	.4	2.1	97.3	.1	.4	1.5	98.0
RADIOCORRIERE TV.....	100.0	1.9	.5	.6	.7	.1	.1	.3	1.5	98.1	.1	.4	1.6	97.9
RAGAZZA IN.....	100.0	1.8	.5	.7	.6	.1	*	.3	1.5	98.2	*	.2	3.2	96.5
ROMBO.....	100.0	2.4	.6	.7	1.1	*	.1	.4	2.0	97.6	*	.3	2.2	97.4
SORRISI E CANZONI TV.....	100.0	1.9	.5	.6	.7	.1	.1	.3	1.4	98.1	.1	.3	1.8	97.8
STARTER.....	100.0	2.2	.7	.7	.7	.1	.2	.7	1.3	97.8	.1	.3	1.6	98.0
STOP.....	100.0	1.8	.5	.6	.6	.1	*	.4	1.3	98.2	*	.3	1.5	98.2
TELESETTE.....	100.0	1.9	.5	.6	.6	.1	.1	.4	1.4	98.1	.1	.3	1.7	97.9
TOPOLINO.....	100.0	2.2	.6	.7	.8	.1	.1	.5	1.6	97.8	.1	.3	1.8	97.8

Donne

Lettori ultimo periodo

analisi secondo: ● possesso di una motocicletta, motorino o scooter (grande oltre 250 cc.) (percentuali di penetrazione)

	Totale	POSSESSORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSESSORI	INTENZIONE D'ACQUISTO			
			1985/1986	1983/1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certainmente si	probabilmente si	non so	no
TOTALE	100.0	1.6	.4	.5	.6	.1	.1	.3	1.2	98.4	*	.3	1.7	98.0
MENSILI	100.0	2.4	.5	.7	1.0	.1	.2	.5	1.8	97.6	.1	.5	1.8	97.6
ABITARE	100.0	2.9	.6	.7	1.4	.1	.1	.4	2.4	97.1	.1	.4	1.2	98.3
AD	100.0	3.1	.8	.7	1.5	.1	.1	.4	2.6	96.9	.1	.5	1.2	98.2
AIRONE	100.0	3.1	.8	.8	1.4	.1	.1	.5	2.6	96.9	*	.4	1.3	98.3
ALTA FEDELTA'	100.0	2.2	.4	.7	1.0	.1	*	.3	1.9	97.8	*	.4	2.0	97.6
ASTRA	100.0	3.0	.7	.9	1.3	.1	.1	.5	2.4	97.0	.1	.4	2.0	97.5
ATLANTE	100.0	2.5	.6	.6	1.2	.1	.1	.4	2.0	97.5	*	.3	1.3	98.3
AUTO CAPITAL	100.0	3.0	.8	.7	1.4	.1	.1	.5	2.5	97.0	.1	.6	1.7	97.7
L'AUTOMOBILE	100.0	2.4	.6	.8	.9	.1	.1	.5	1.8	97.6	.1	.4	1.5	98.1
BENISSIMO	100.0	2.1	.5	.6	.8	.1	.1	.4	1.5	97.9	.1	.3	1.7	97.9
BRAVA CASA	100.0	3.0	.7	.9	1.1	.2	.1	.6	2.3	97.0	.1	.5	1.2	98.3
CAPITAL	100.0	3.3	.9	.9	1.4	.1	.1	.4	2.8	96.7	.1	.5	1.1	98.3
CASAVIVA	100.0	2.8	.7	.8	1.1	.2	.1	.5	2.1	97.2	.1	.4	1.2	98.3
100 COSE	100.0	2.6	.6	.9	1.1	.1	.1	.5	2.0	97.4	.1	.5	2.2	97.2
CONSIGLI PRATICI	100.0	1.2	.2	.4	.4	.1	.1	.2	.9	98.8	*	.2	1.3	98.5
CORTO MALTESE	100.0	3.4	.5	.5	2.3	*	.2	.5	2.8	96.6	.2	.2	1.1	98.5
COSMOPOLITAN	100.0	3.1	.8	.8	1.4	.1	.1	.6	2.4	96.9	.1	.5	1.6	97.8
LA CUCINA ITALIANA	100.0	2.3	.5	.7	1.0	.2	.1	.5	1.8	97.7	.1	.4	1.2	98.3
DONNAPIU'	100.0	2.3	.6	.6	1.0	.1	.1	.4	1.8	97.7	.1	.3	1.4	98.2
ESPANSIONE	100.0	3.0	.5	.7	1.5	.2	.1	.2	2.6	97.0	.1	.2	.7	99.0
FOTOGRAFARE	100.0	2.4	.7	.7	.9	.1	.1	.4	2.0	97.6	.1	.4	1.5	98.0
GARDENIA	100.0	2.3	.7	.3	1.2	.1	*	.3	1.9	97.7	*	.2	.9	98.8
GENTE MONEY	100.0	3.2	.8	.8	1.4	.1	.1	.6	2.5	96.8	.1	.4	1.3	98.3
GENTE MOTORI	100.0	2.4	.6	.7	.9	.1	.1	.4	1.8	97.6	.1	.4	1.6	97.9
GENTE VIAGGI	100.0	3.1	.8	.8	1.3	.1	.1	.6	2.4	96.9	.1	.4	1.4	98.1
GIOIELLI	100.0	2.2	.5	.6	.9	.1	.1	.4	1.7	97.8	.1	.3	1.5	98.1
INSIEME	100.0	2.6	.6	.7	1.1	.2	.2	.6	1.8	97.4	.1	.3	1.0	98.6
JESUS	100.0	1.6	.3	.4	.7	.1	*	.2	1.4	98.4	*	.1	1.4	98.4
LEI	100.0	2.7	.7	.8	1.2	.1	.1	.5	2.2	97.3	.1	.5	1.9	97.5
LINUS	100.0	2.9	.7	.8	1.3	.1	.1	.4	2.4	97.1	.1	.5	1.8	97.7
MADRE	100.0	2.0	.7	.4	.7	.2	*	.3	1.7	98.0	*	.2	1.3	98.5
MANI DI FATA	100.0	1.7	.4	.6	.6	.1	.1	.3	1.3	98.3	.1	.3	1.7	98.0
MAX	100.0	3.0	.7	1.0	1.3	*	.1	.6	2.2	97.0	.1	.4	2.3	97.2
MESSAGGERO DI S.ANTONIO	100.0	1.4	.3	.4	.5	.1	*	.3	1.0	98.6	.1	.2	2.1	97.7
LA MIA CASA	100.0	2.0	.6	.8	.6	.1	.2	.4	1.4	98.0	*	.3	1.7	98.0
MILLEIDEE	100.0	2.2	.5	.7	.9	.1	.1	.4	1.7	97.8	.1	.4	1.5	98.0
MODA	100.0	2.3	.6	.7	.9	.1	.1	.4	1.8	97.7	.1	.5	2.0	97.5
MOTOCICLISMO	100.0	2.5	.8	.6	1.0	.1	.1	.6	1.8	97.5	.1	.4	1.8	97.8
MUSIC	100.0	2.0	.6	.8	.6	*	*	.3	1.6	98.0	*	.4	3.3	96.3
NATURA OGGI	100.0	2.4	.5	.7	1.1	.1	.2	.3	1.9	97.6	*	.3	1.3	98.3
PESCARRE	100.0	2.2	.6	.6	.9	.1	*	.5	1.7	97.8	*	.4	1.2	98.4
PHOTO ITALIANA	100.0	2.9	.7	.6	1.5	.1	.1	.5	2.3	97.1	.1	.3	1.3	98.2
IL PIACERE	100.0	3.7	.8	1.0	1.9	.1	.1	.4	3.2	96.3	.1	.6	1.4	97.9
PLAYMEN	100.0	2.1	.6	.6	.7	.1	.1	.5	1.5	97.9	.1	.6	1.3	98.0
PM	100.0	3.0	.7	.7	1.4	.1	.1	.5	2.3	97.0	.1	.4	1.6	97.9
QUATTORRUOTE	100.0	2.3	.6	.7	.9	.1	.1	.4	1.7	97.7	.1	.4	1.6	97.9
QUI TOURING	100.0	3.2	.8	1.0	1.4	.1	.1	.4	2.8	96.8	*	.4	1.1	98.5
RAKAM	100.0	2.1	.5	.6	.8	.2	.1	.4	1.6	97.9	.1	.3	1.4	98.2
ROCKSTAR	100.0	2.7	.5	1.2	1.0	*	*	.6	2.0	97.3	*	.3	3.0	96.6
SALVE	100.0	2.7	.7	.8	1.1	.1	.1	.4	2.2	97.3	.1	.4	1.4	98.1
SCIENZA 2000	100.0	1.6	.4	.5	.6	*	*	.2	1.3	98.4	*	.3	3.1	96.6
SCIENZA E VITA NUOVA	100.0	2.5	.6	.8	1.0	.1	.1	.3	2.1	97.5	*	.4	1.8	97.7
LE SCIENZE	100.0	2.6	.6	.7	1.2	.1	.1	.3	2.3	97.4	*	.4	1.7	97.9
SELEZIONE DAL R.DIGEST	100.0	2.2	.6	.7	.8	.1	.1	.3	1.7	97.8	.1	.4	1.5	98.1
STARBENE	100.0	2.4	.6	.7	.9	.1	.1	.4	1.8	97.6	.1	.3	1.4	98.2
STORIA ILLUSTRATA	100.0	2.3	.6	.7	.9	.1	.1	.4	1.8	97.7	*	.3	1.2	98.4
SUPER GOL	100.0	1.8	.4	.6	.7	.1	.1	.3	1.3	98.2	.1	.4	2.3	97.2
IL TENNIS ITALIANO	100.0	3.3	.7	1.1	1.3	.2	.1	.5	2.7	96.7	.1	.4	1.5	97.9
TUTTO CUCINA	100.0	1.9	.5	.6	.6	.1	.1	.4	1.4	98.1	.1	.3	1.4	98.2
TUTTO MAGLIA	100.0	1.7	.4	.6	.6	.2	.1	.5	1.2	98.3	.1	.4	1.6	97.9
TUTTO MOTO	100.0	2.6	.7	.8	1.0	.1	.1	.6	1.9	97.4	*	.4	2.1	97.4
TUTTO MUSICA & SPETTACOLO	100.0	2.0	.4	.7	.7	*	.1	.3	1.6	98.0	*	.3	3.0	96.6
TUTTO TURISMO	100.0	2.7	.7	.8	1.1	.1	.1	.6	2.0	97.3	.1	.3	1.9	97.7
TUTTO UNCINETTO	100.0	1.7	.4	.5	.6	.2	.1	.3	1.3	98.3	.1	.3	1.6	98.0
VELA E MOTORE	100.0	2.6	.8	.8	.9	.1	*	.6	2.0	97.4	.1	.7	1.4	97.8
VITAL	100.0	2.7	.6	.9	1.1	*	.1	.5	2.1	97.3	*	.4	2.1	97.5
WEEKEND	100.0	2.7	.5	.7	1.4	.1	*	.3	2.4	97.3	*	.3	1.6	98.1
ZOOM	100.0	4.8	1.5	1.2	1.9	.2	.2	.8	3.9	95.2	.1	.5	3.2	96.2
DIANA (Quindicinale)	100.0	1.6	.3	.5	.7	.1	.1	.3	1.2	98.4	.1	.3	1.5	98.1

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● possesso di una motocicletta, motorino o scooter (grande oltre 250 cc.) (percentuali di penetrazione)

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso io	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	1.7	.4	.6	.6	.1	.3	.3	1.1	98.3	*	.3	1.0	98.7
PERIODICI	100.0	2.1	.5	.7	.7	.2	.4	.4	1.3	97.9	-	.3	1.0	98.7
SETTIMANALI	100.0	2.1	.5	.7	.7	.2	.4	.4	1.3	97.9	-	.3	1.0	98.6
ALBO BLITZ.....	100.0	3.0	.7	1.3	.9	.1	2.0	.4	.6	97.0	.1	.4	1.6	97.9
AMICA.....	100.0	2.8	.8	.8	1.0	.2	.2	.4	2.2	97.2	*	.4	.8	98.8
ANNA.....	100.0	2.5	.7	.8	.9	.2	.2	.4	2.0	97.5	*	.3	.8	98.9
AUTOSPRINT.....	100.0	3.5	.8	1.5	1.1	.1	1.8	.4	1.3	96.5	*	.5	1.1	98.4
BELLA.....	100.0	2.2	.6	.7	.7	.2	.1	.4	1.7	97.8	*	.3	.8	98.9
CIAO 2001.....	100.0	2.4	.8	.6	.8	.1	.7	.2	1.5	97.6	*	.4	1.2	98.4
CONFIDENZE.....	100.0	1.7	.5	.5	.5	.2	.1	.3	1.2	98.3	*	.2	1.0	98.8
DOLLY.....	100.0	1.7	.6	.4	.5	.2	.2	.2	1.3	98.3	.1	.2	1.0	98.7
DOMENICA DEL CORRIERE.....	100.0	2.3	.5	.8	.8	.1	.6	.4	1.3	97.7	*	.3	1.0	98.7
DOMENICA QUIZ.....	100.0	2.7	.7	1.1	.9	.2	1.0	.3	1.4	97.3	*	.4	1.4	98.1
EPOCA.....	100.0	2.7	.7	1.1	.9	.1	.6	.4	1.7	97.3	*	.4	.9	98.8
L'ESPRESSO.....	100.0	3.4	.9	1.2	1.1	.2	1.2	.4	1.7	96.6	*	.3	1.2	98.5
EUROPEO.....	100.0	3.2	.8	1.3	1.0	.2	1.3	.4	1.6	96.8	*	.4	1.1	98.6
EVA EXPRESS.....	100.0	2.0	.6	.7	.6	.1	.2	.3	1.5	98.0	*	.3	.8	98.9
FAMIGLIA CRISTIANA.....	100.0	1.8	.5	.6	.6	.1	.3	.3	1.3	98.2	*	.2	.9	98.8
GENTE.....	100.0	2.2	.6	.7	.7	.2	.3	.3	1.6	97.8	*	.4	.9	98.7
GIOIA.....	100.0	2.2	.6	.7	.8	.2	.1	.4	1.7	97.8	*	.4	.9	98.7
IL GIORNALINO.....	100.0	1.7	.5	.7	.4	.1	.3	.3	1.1	98.3	*	.2	.9	98.9
GRAND HOTEL.....	100.0	1.6	.4	.5	.5	.2	.2	.3	1.0	98.4	.1	.3	1.0	98.7
GRAZIA.....	100.0	2.5	.7	.8	.9	.2	.2	.4	2.0	97.5	*	.3	.7	98.9
GUERIN SPORTIVO.....	100.0	4.2	.9	2.1	1.1	.1	2.3	.8	1.0	95.8	*	.5	1.2	98.3
GUIDA CUCINA.....	100.0	2.4	.5	.8	.8	.2	.3	.4	1.6	97.6	.1	.4	.9	98.7
GUIDA TV.....	100.0	2.0	.5	.7	.6	.2	.5	.4	1.2	98.0	*	.3	1.0	98.6
INTIMITA'.....	100.0	1.8	.5	.5	.6	.2	.2	.3	1.3	98.2	*	.3	.9	98.8
INTREPIDO.....	100.0	2.0	.4	.8	.5	.2	.7	.5	.8	98.0	.1	.4	1.2	98.3
IL MONDO.....	100.0	5.2	1.8	1.7	1.6	.1	2.8	.5	2.0	94.8	-	.3	1.4	98.3
MONDO ECONOMICO.....	100.0	3.9	1.3	1.3	1.1	.2	1.9	.4	1.6	96.1	*	.3	1.4	98.3
IL MONELLO.....	100.0	2.4	.6	.9	.7	.2	.7	.5	1.2	97.6	.1	.4	1.1	98.4
NOVELLA 2000.....	100.0	2.0	.5	.6	.7	.1	.3	.4	1.3	98.0	*	.3	.9	98.8
OGGI.....	100.0	2.3	.6	.8	.8	.2	.3	.4	1.6	97.7	*	.3	.9	98.7
ONDA TV.....	100.0	1.8	.5	.6	.5	.2	.3	.4	1.1	98.2	.1	.3	.8	98.8
PANORAMA.....	100.0	3.4	.9	1.2	1.1	.2	1.1	.4	1.8	96.6	*	.3	1.1	98.6
RADIOCORRIERE TV.....	100.0	2.2	.5	.8	.7	.2	.5	.3	1.3	97.8	*	.3	1.0	98.6
RAGAZZA IN.....	100.0	1.5	.5	.4	.4	.2	.1	.2	1.2	98.5	*	.2	1.1	98.7
ROMBO.....	100.0	4.8	.7	2.6	1.4	.1	3.2	.1	1.4	95.2	-	.4	1.5	98.1
SORRISI E CANZONI TV.....	100.0	1.9	.5	.6	.6	.2	.3	.3	1.3	98.1	*	.3	1.0	98.7
STARTER.....	100.0	3.9	.5	2.4	.9	*	3.2	.3	.3	96.1	*	.7	1.8	97.5
STOP.....	100.0	1.8	.5	.6	.6	.1	.2	.4	1.2	98.2	*	.2	.9	98.8
TELESETTE.....	100.0	2.1	.6	.7	.6	.2	.5	.4	1.2	97.9	*	.3	1.0	98.6
TOPOLINO.....	100.0	2.4	.7	.8	.7	.2	.5	.5	1.5	97.6	*	.3	1.0	98.7

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● possesso di una motocicletta, motorino o scooter (grande oltre 250 cc.) (percentuali di penetrazione)

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso io	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	1.7	.4	.6	.6	.1	.3	.3	1.1	98.3	*	.3	1.0	98.7
MENSILI	100.0	2.7	.6	.9	1.0	.2	.7	.3	1.7	97.3	-	.6	.9	98.5
ABITARE	100.0	3.4	1.0	1.1	1.1	.2	1.0	.4	2.0	96.6	*	.3	.9	98.8
AD	100.0	3.6	1.2	1.1	1.2	.2	1.1	.4	2.1	96.4	*	.2	.8	99.0
AIRONE	100.0	3.9	1.2	1.3	1.3	.1	1.3	.4	2.2	96.1	*	.3	.8	98.9
ALTA FEDELTA'	100.0	3.0	.3	1.3	1.3	.1	1.6	.2	1.2	97.0	-	.3	1.5	98.2
ASTRA	100.0	3.2	.9	1.0	1.1	.2	.5	.4	2.3	96.8	*	.3	1.1	98.6
ATLANTE	100.0	3.4	1.0	1.1	1.1	.2	1.1	.5	1.8	96.6	*	.2	1.0	98.8
AUTO CAPITAL	100.0	4.6	1.3	1.8	1.4	.1	2.1	.4	2.1	95.4	-	.4	1.3	98.4
L'AUTOMOBILE	100.0	2.9	.7	1.2	.9	.1	.8	.5	1.5	97.1	*	.4	.9	98.7
BENISSIMO	100.0	2.1	.6	.6	.6	.2	.1	.4	1.6	97.9	.1	.3	.9	98.8
BRAVA CASA	100.0	3.2	.9	1.0	1.0	.3	.4	.6	2.2	96.8	*	.4	.9	98.7
CAPITAL	100.0	4.4	1.7	1.4	1.2	.2	1.7	.5	2.3	95.6	*	.4	.9	98.8
CASAVIVA	100.0	3.0	.8	1.0	1.0	.2	.4	.5	2.0	97.0	*	.4	.8	98.8
100 COSE	100.0	2.6	.8	.8	.9	.2	.2	.4	2.1	97.4	*	.3	.8	98.8
CONSIGLI PRATICI	100.0	1.3	.3	.6	.4	.1	.2	.2	.9	98.7	*	.2	.9	98.9
CORTO MALTESE	100.0	5.5	1.4	2.4	1.5	.1	3.9	.2	1.3	94.5	-	.3	2.0	97.7
COSMOPOLITAN	100.0	3.3	1.0	1.0	1.1	.2	.5	.4	2.4	96.7	*	.3	.7	99.0
LA CUCINA ITALIANA	100.0	2.4	.6	.8	.9	.2	.4	.4	1.6	97.6	*	.3	.8	98.8
DONNAPIU'	100.0	2.4	.7	.7	.8	.2	.2	.4	1.8	97.6	*	.2	.7	99.1
ESPANSIONE	100.0	4.6	1.8	1.4	1.1	.2	2.1	.3	2.1	95.4	-	.1	.5	99.4
FOTOGRAFARE	100.0	3.1	.8	1.3	.9	.1	1.0	.5	1.5	96.9	*	.4	1.4	98.2
GARDENIA	100.0	2.6	.8	.7	1.0	.1	.6	.3	1.7	97.4	*	.1	.6	99.3
GENTE MONEY	100.0	3.8	1.1	1.3	1.3	.2	.9	.7	2.3	96.2	*	.3	.6	99.1
GENTE MOTORI	100.0	3.0	.7	1.2	.9	.1	1.1	.5	1.4	97.0	*	.4	1.0	98.6
GENTE VIAGGI	100.0	3.6	1.1	1.2	1.2	.1	.9	.5	2.1	96.4	*	.3	.8	98.8
GIOIELLI	100.0	2.1	.5	.6	.8	.2	.1	.3	1.7	97.9	*	.3	.8	98.9
INSIEME	100.0	2.5	.7	.7	.9	.2	.3	.7	1.5	97.5	*	.3	.7	98.9
JESUS	100.0	2.6	.5	.8	1.1	.2	.9	.2	1.5	97.4	*	.1	.5	99.3
LEI	100.0	2.9	.9	.8	1.1	.2	.2	.4	2.3	97.1	*	.3	.7	99.0
LINUS	100.0	3.7	1.2	1.2	1.2	.1	1.2	.4	2.1	96.3	*	.3	1.4	98.2
MADRE	100.0	2.1	.8	.4	.6	.2	.1	.3	1.7	97.9	*	.1	.7	99.2
MANI DI FATA	100.0	1.7	.4	.5	.5	.2	.1	.3	1.3	98.3	.1	.3	1.0	98.6
MAX	100.0	4.1	1.3	1.3	1.5	.1	1.1	.6	2.4	95.9	*	.2	1.0	98.7
MESSAGGERO DI S.ANTONIO	100.0	1.5	.3	.5	.6	.1	.2	.3	1.0	98.5	.1	.2	1.1	98.7
LA MIA CASA	100.0	2.2	.7	.9	.5	.1	.5	.4	1.3	97.8	*	.3	1.2	98.4
MILLEIDEE	100.0	2.1	.6	.7	.7	.2	.1	.4	1.6	97.9	*	.3	.9	98.8
MODA	100.0	2.3	.7	.7	.8	.2	.2	.4	1.7	97.7	*	.4	.9	98.7
MOTOCICLISMO	100.0	3.9	.9	1.9	1.1	.1	2.3	.5	1.1	96.1	*	.5	1.2	98.3
MUSIC	100.0	2.4	.8	.9	.6	.1	.9	.3	1.2	97.6	*	2.0	1.4	96.5
NATURA OGGI	100.0	2.9	.8	.9	1.0	.1	.9	.3	1.7	97.1	*	.2	.9	98.9
PESCARE	100.0	3.4	.7	1.4	1.1	.1	1.9	.4	1.1	96.6	*	.3	1.0	98.7
PHOTO ITALIANA	100.0	3.7	1.1	1.4	1.0	.2	1.8	.5	1.4	96.3	*	.3	1.7	98.0
IL PIACERE	100.0	4.0	1.3	1.5	1.0	.1	1.0	.3	2.6	96.0	-	.5	.8	98.6
PLAYMEN	100.0	3.5	.8	1.8	.8	.1	2.3	.5	.7	96.5	*	.7	1.4	97.8
PM	100.0	3.8	1.1	1.2	1.3	.2	1.3	.5	2.0	96.2	*	.2	1.2	98.6
QUATTORRUOTE	100.0	3.0	.7	1.3	.9	.2	1.3	.4	1.3	97.0	*	.4	1.2	98.4
QUI TOURING	100.0	3.8	1.2	1.3	1.1	.1	1.0	.3	2.5	96.2	*	.3	.9	98.8
RAKAM	100.0	2.2	.6	.7	.7	.2	.1	.3	1.7	97.8	.1	.3	.8	98.8
ROCKSTAR	100.0	2.9	.7	1.3	.8	.1	2.0	.2	.7	97.1	*	1.2	1.9	96.9
SALVE	100.0	3.1	.9	1.0	1.1	.2	.4	.5	2.2	96.9	*	.3	.8	98.9
SCIENZA 2000	100.0	2.5	.6	.9	.9	.1	.8	.3	1.5	97.5	-	.2	1.7	98.1
SCIENZA E VITA NUOVA	100.0	3.2	.8	1.3	1.0	.1	1.0	.3	2.0	96.8	*	.4	1.1	98.4
LE SCIENZE	100.0	4.8	1.1	2.0	1.6	.2	2.8	.3	1.8	95.2	*	.3	1.4	98.2
SELEZIONE DAL R.DIGEST	100.0	2.5	.6	.9	.8	.2	.5	.4	1.6	97.5	*	.3	.9	98.8
STARBENE	100.0	2.7	.8	1.0	.9	.2	.5	.4	1.8	97.3	*	.3	1.0	98.8
STORIA ILLUSTRATA	100.0	2.9	.7	1.1	.9	.1	1.1	.4	1.4	97.1	*	.3	1.1	98.6
SUPER GOL	100.0	2.8	.4	1.3	.9	.1	1.3	.5	.9	97.2	*	.5	1.2	98.3
IL TENNIS ITALIANO	100.0	4.9	1.5	1.9	1.2	.3	1.9	.6	2.4	95.1	-	.5	1.2	98.3
TUTTO CUCINA	100.0	2.1	.6	.6	.7	.2	.3	.4	1.4	97.9	*	.3	.9	98.7
TUTTO MAGLIA	100.0	1.7	.4	.6	.5	.2	.1	.4	1.2	98.3	.1	.4	1.1	98.5
TUTTO MOTO	100.0	3.4	.9	1.4	1.1	.1	1.4	.6	1.3	96.6	*	.6	1.1	98.4
TUTTO MUSICA & SPETTACOLO	100.0	2.1	.6	.8	.6	.2	.4	.3	1.3	97.9	*	.4	1.1	98.4
TUTTO TURISMO	100.0	2.7	.7	.9	.9	.1	.6	.5	1.5	97.3	*	.3	1.0	98.7
TUTTO CINETTO	100.0	1.6	.4	.5	.5	.2	.2	.3	1.2	98.4	.1	.3	1.0	98.6
VELA E MOTORE	100.0	3.3	.9	1.5	.8	.1	.9	.9	1.5	96.7	-	.6	1.0	98.4
VITAL	100.0	3.3	.9	1.3	1.0	.1	.5	.8	2.0	96.7	*	.1	.6	99.3
WEEKEND	100.0	3.4	1.2	1.0	1.0	.2	.9	.4	2.1	96.6	-	.6	.7	98.8
ZOOM	100.0	5.2	1.8	1.8	1.5	.2	3.1	1.2	.9	94.8	-	1.0	3.2	95.8
DIANA (Quindicinale)	100.0	1.9	.3	.9	.6	.1	.6	.4	.9	98.1	*	.2	.8	98.9

Adulti

Lettori ultimo periodo

analisi secondo: ● possesso di una macchina fotografica a sviluppo istantaneo

(percentuali di penetrazione)

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso io	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	15.1	1.3	2.8	9.7	1.4	2.8	4.3	8.0	84.9	.4	1.5	3.6	94.4
PERIODICI	100.0	18.1	1.6	3.2	11.8	1.5	3.4	5.2	9.4	81.9	.5	1.8	3.6	94.1
SETTIMANALI	100.0	18.1	1.6	3.2	11.8	1.5	3.4	5.2	9.5	81.9	.5	1.8	3.6	94.1
ALBO BLITZ.....	100.0	20.0	1.8	3.6	13.0	1.6	4.5	4.7	10.8	80.0	.6	1.9	4.6	92.8
AMICA.....	100.0	21.0	1.6	3.9	13.6	1.9	2.9	6.2	11.9	79.0	.4	1.7	3.2	94.7
ANNA.....	100.0	19.8	1.5	3.7	12.9	1.7	2.6	6.0	11.2	80.2	.4	1.6	3.2	94.8
AUTOSPRINT.....	100.0	20.4	1.9	3.6	13.3	1.6	4.8	5.2	10.4	79.6	.6	1.8	4.0	93.7
BELLA.....	100.0	18.9	1.6	3.5	12.3	1.6	2.4	5.9	10.6	81.1	.3	1.5	3.1	95.1
CIAO 2001.....	100.0	23.2	2.4	4.1	14.3	2.3	2.9	5.5	14.8	76.8	.7	2.1	4.7	92.6
CONFIDENZE.....	100.0	18.2	1.5	3.5	11.5	1.6	2.4	5.6	10.2	81.8	.3	1.5	3.3	94.9
DOLLY.....	100.0	23.1	2.5	4.3	13.2	3.1	1.9	5.9	15.3	76.9	.7	2.5	4.9	91.9
DOMENICA DEL CORRIERE.....	100.0	17.9	1.4	3.2	11.8	1.6	4.2	5.0	8.6	82.1	.3	1.5	3.3	95.0
DOMENICA QUIZ.....	100.0	19.9	1.4	3.7	13.2	1.6	4.6	5.3	10.0	80.1	.4	2.0	3.9	93.7
EPOCA.....	100.0	21.4	1.6	3.7	14.2	1.9	5.1	6.0	10.3	78.6	.3	1.6	3.4	94.7
L'ESPRESSO.....	100.0	20.6	1.8	3.6	13.5	1.7	4.7	5.8	10.2	79.4	.5	1.9	3.8	93.8
EUROPEO.....	100.0	20.6	1.7	3.6	13.6	1.7	5.1	5.6	9.9	79.4	.4	1.7	3.6	94.2
EVA EXPRESS.....	100.0	18.0	1.5	3.4	11.5	1.5	2.9	5.3	9.8	82.0	.4	1.6	3.3	94.6
FAMIGLIA CRISTIANA.....	100.0	17.1	1.4	3.0	11.2	1.4	2.9	4.9	9.3	82.9	.3	1.3	3.2	95.1
GENTE.....	100.0	19.0	1.6	3.4	12.4	1.7	3.5	5.5	10.0	81.0	.4	1.6	3.5	94.5
GIOIA.....	100.0	20.3	1.6	3.8	13.0	1.8	2.5	6.1	11.7	79.7	.4	1.7	3.4	94.5
IL GIORNALINO.....	100.0	23.0	2.2	4.7	14.5	1.7	3.3	6.1	13.6	77.0	.7	1.9	3.9	93.6
GRAND HOTEL.....	100.0	16.5	1.4	3.2	10.3	1.5	2.6	4.7	9.1	83.5	.5	1.7	3.6	94.2
GRAZIA.....	100.0	20.3	1.6	3.6	13.2	1.8	2.9	5.9	11.5	79.7	.4	1.6	3.2	94.8
GUERIN SPORTIVO.....	100.0	22.8	2.2	3.9	14.6	2.0	4.9	5.7	12.2	77.2	.7	1.8	5.1	92.4
GUIDA CUCINA.....	100.0	19.6	1.7	3.9	12.2	1.9	2.9	6.2	10.5	80.4	.4	1.8	3.6	94.2
GUIDA TV.....	100.0	18.5	1.6	3.5	11.8	1.6	3.5	5.2	9.8	81.5	.4	1.7	3.7	94.2
INTIMITA'.....	100.0	18.4	1.6	3.5	11.8	1.5	2.6	5.6	10.1	81.6	.3	1.4	3.0	95.2
INTREPIDO.....	100.0	19.9	1.8	3.7	12.7	1.7	4.2	5.1	10.5	80.1	.8	2.0	4.5	92.8
IL MONDO.....	100.0	24.1	2.2	3.9	16.2	1.7	6.4	6.2	11.5	75.9	.4	1.5	3.0	95.1
MONDO ECONOMICO.....	100.0	23.0	1.9	3.7	15.2	2.1	6.4	6.1	10.5	77.0	.4	1.7	3.0	95.0
IL MONELLO.....	100.0	20.2	1.9	3.6	13.0	1.8	4.1	5.3	10.8	79.8	.6	1.9	4.5	93.0
NOVELLA 2000.....	100.0	17.8	1.6	3.5	11.3	1.4	3.0	5.2	9.7	82.2	.4	1.7	3.4	94.5
OGGI.....	100.0	19.3	1.6	3.4	12.5	1.7	3.7	5.6	10.1	80.7	.4	1.6	3.4	94.6
ONDA TV.....	100.0	19.1	1.8	3.6	11.9	1.8	3.2	5.3	10.6	80.9	.5	1.7	3.9	93.9
PANORAMA.....	100.0	21.4	1.8	3.7	14.1	1.7	4.7	5.9	10.8	78.6	.5	1.9	3.7	94.0
RADIOCORRIERE TV.....	100.0	19.3	1.6	3.5	12.5	1.7	3.8	5.4	10.1	80.7	.5	1.7	3.8	94.0
RAGAZZA IN.....	100.0	23.7	2.5	4.4	13.9	2.9	2.2	5.8	15.7	76.3	.7	2.2	5.3	91.8
ROMBO.....	100.0	19.9	1.9	3.5	12.8	1.7	4.1	4.9	10.9	80.1	.7	1.8	4.2	93.2
SORRISI E CANZONI TV.....	100.0	19.0	1.7	3.5	12.1	1.7	3.1	5.3	10.6	81.0	.5	1.8	3.9	93.8
STARTER.....	100.0	18.9	1.8	3.4	12.5	1.2	3.7	4.3	10.9	81.1	.7	2.1	4.9	92.3
STOP.....	100.0	16.3	1.4	3.0	10.6	1.2	2.9	4.6	8.8	83.7	.3	1.4	3.2	95.1
TELESETTE.....	100.0	18.8	1.6	3.5	12.0	1.7	3.6	5.1	10.1	81.2	.5	1.8	3.8	93.9
TOPOLINO.....	100.0	22.1	2.2	4.2	13.9	1.9	3.7	5.9	12.5	77.9	.6	1.9	4.2	93.3

Adulti

Lettori ultimo periodo

analisi secondo: ● possesso di una macchina fotografica a sviluppo istantaneo

(percentuali di penetrazione)

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso io	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	15.1	1.3	2.8	9.7	1.4	2.8	4.3	8.0	84.9	.4	1.5	3.6	94.4
MENSILI	100.0	20.7	1.9	3.8	13.2	1.7	4.0	6.1	10.6	79.3	.5	2.0	3.7	93.7
ABITARE	100.0	21.4	2.0	3.7	14.1	1.5	4.7	6.1	10.6	78.6	.4	1.7	3.1	94.9
AD	100.0	23.5	2.1	4.1	15.6	1.7	4.9	6.5	12.1	76.5	.5	1.5	3.3	94.7
AIRONE	100.0	22.1	1.9	3.9	14.7	1.6	4.3	6.1	11.7	77.9	.4	1.6	3.4	94.6
ALTA FEDELTA'	100.0	22.7	2.0	3.8	14.9	1.9	4.7	5.7	12.3	77.3	.7	1.9	4.6	92.8
ASTRA	100.0	20.7	1.7	3.8	13.3	1.8	3.2	5.7	11.8	79.3	.6	2.0	3.8	93.5
ATLANTE	100.0	22.1	2.0	4.0	14.4	1.6	4.3	6.2	11.6	77.9	.5	1.7	3.5	94.3
AUTO CAPITAL	100.0	23.9	2.3	4.1	15.7	1.8	5.5	6.0	12.4	76.1	.5	1.8	3.7	94.0
L'AUTOMOBILE	100.0	21.3	1.8	3.9	13.9	1.8	4.9	5.8	10.6	78.7	.4	1.8	3.7	94.1
BENISSIMO	100.0	20.0	1.8	3.8	12.5	1.9	2.1	6.2	11.7	80.0	.4	1.8	3.5	94.3
BRAVA CASA	100.0	19.9	1.8	3.7	12.6	1.8	3.5	6.4	10.0	80.1	.3	1.5	3.3	94.8
CAPITAL	100.0	24.1	2.2	4.0	15.9	1.9	5.9	6.7	11.5	75.9	.5	1.5	3.2	94.8
CASAVIVA	100.0	20.8	1.8	3.8	13.5	1.7	3.9	6.5	10.4	79.2	.4	1.6	3.1	95.0
100 COSE	100.0	22.3	1.9	4.3	13.8	2.2	2.3	5.5	14.5	77.7	.5	1.9	4.1	93.5
CONSIGLI PRATICI	100.0	17.5	1.6	3.9	10.9	1.1	2.6	5.8	9.1	82.5	.3	1.6	2.9	95.3
CORTO MALTESE	100.0	18.1	1.7	3.3	11.6	1.5	3.7	5.1	9.3	81.9	.5	1.6	3.8	94.0
COSMOPOLITAN	100.0	21.2	1.8	3.9	13.8	1.7	3.2	5.8	12.2	78.8	.5	1.8	3.5	94.2
LA CUCINA ITALIANA	100.0	19.9	1.6	3.7	12.8	1.7	3.6	5.9	10.4	80.1	.3	1.6	3.2	94.8
DONNAPIU'	100.0	19.8	1.7	3.8	12.8	1.5	2.8	5.8	11.2	80.2	.4	1.6	3.0	95.0
ESPANSIONE	100.0	25.3	2.5	4.7	16.9	1.2	6.1	7.0	12.2	74.7	.3	1.2	2.4	96.2
FOTOGRAFARE	100.0	21.9	2.0	4.0	14.4	1.7	5.4	5.6	10.9	78.1	.5	1.8	3.9	93.8
GARDENIA	100.0	22.0	1.8	4.3	14.3	1.6	3.9	6.5	11.7	78.0	.2	1.7	3.2	94.9
GENTE MONEY	100.0	23.4	2.1	4.3	15.1	1.9	5.5	6.3	11.6	76.6	.4	1.5	3.2	94.8
GENTE MOTORI	100.0	21.3	2.0	3.8	13.8	1.7	4.7	5.6	10.9	78.7	.6	1.7	4.1	93.6
GENTE VIAGGI	100.0	21.6	1.9	3.7	14.3	1.7	4.6	5.8	11.2	78.4	.4	1.7	3.5	94.4
GIOIELLI	100.0	20.0	1.7	3.8	12.8	1.7	2.2	6.4	11.4	80.0	.4	1.7	3.2	94.8
INSIEME	100.0	15.8	1.4	2.8	9.9	1.6	2.9	5.3	7.5	84.2	.4	1.7	3.4	94.6
JESUS	100.0	19.0	1.5	3.6	12.2	1.7	3.2	5.8	10.0	81.0	.2	1.5	2.7	95.5
LEI	100.0	22.5	1.9	4.1	14.6	1.9	2.5	5.8	14.2	77.5	.5	1.9	3.5	94.1
LINUS	100.0	23.5	2.2	4.0	15.3	1.9	4.1	6.0	13.4	76.5	.6	2.0	4.0	93.5
MADRE	100.0	18.3	1.5	3.4	12.3	1.2	2.6	5.6	10.2	81.7	.2	1.3	2.7	95.9
MANI DI FATA	100.0	17.9	1.3	3.2	11.5	1.9	1.9	6.1	9.9	82.1	.3	1.6	3.5	94.6
MAX	100.0	23.1	2.1	3.9	15.1	1.9	3.8	5.6	13.7	76.9	.5	2.0	4.2	93.2
MESSAGGERO DI S.ANTONIO	100.0	16.0	1.3	3.0	10.1	1.6	2.5	4.7	8.8	84.0	.3	1.4	3.8	94.4
LA MIA CASA	100.0	17.7	1.7	3.2	11.4	1.4	3.7	5.4	8.6	82.3	.4	1.6	3.4	94.6
MILLEIDEE	100.0	19.4	1.6	3.6	12.5	1.7	2.2	6.2	11.0	80.6	.4	1.6	3.2	94.8
MODA	100.0	19.5	1.7	3.7	12.2	1.9	2.6	5.4	11.5	80.5	.5	1.9	3.9	93.8
MOTOCICLISMO	100.0	22.1	2.1	4.0	14.3	1.7	4.5	5.7	11.9	77.9	.7	1.6	4.8	92.8
MUSIC	100.0	23.3	2.3	4.5	13.9	2.7	2.6	5.6	15.0	76.7	.7	2.0	5.2	92.0
NATURA OGGI	100.0	20.3	2.0	3.5	13.2	1.5	4.2	5.6	10.5	79.7	.4	1.7	3.1	94.8
PESCARE	100.0	22.6	2.1	4.2	14.9	1.4	6.3	5.8	10.5	77.4	.4	1.7	3.6	94.4
PHOTO ITALIANA	100.0	21.9	2.2	4.1	14.0	1.6	4.6	5.7	11.6	78.1	.5	1.7	4.0	93.8
IL PIACERE	100.0	23.4	2.1	4.0	15.5	1.7	4.8	5.9	12.6	76.6	.6	1.8	3.7	93.9
PLAYMEN	100.0	22.3	2.2	4.1	14.1	1.9	5.5	5.8	11.0	77.7	.5	1.9	4.3	93.3
PM	100.0	22.2	2.0	3.9	14.7	1.6	4.3	5.8	12.1	77.8	.6	1.8	3.7	94.0
QUATTORRUOTE	100.0	21.1	1.9	3.8	13.8	1.7	5.0	5.7	10.4	78.9	.6	1.8	4.0	93.6
QUI TOURING	100.0	23.5	1.9	3.7	15.9	2.0	5.3	6.4	11.9	76.5	.4	1.7	2.9	95.1
RAKAM	100.0	19.7	1.6	3.7	12.7	1.7	2.2	6.6	10.8	80.3	.3	1.6	3.2	94.9
ROCKSTAR	100.0	24.5	2.2	4.7	15.3	2.3	3.2	5.4	15.9	75.5	.8	2.0	5.1	92.1
SALVE	100.0	20.2	1.6	3.7	13.2	1.7	3.5	5.8	11.0	79.8	.4	1.8	3.3	94.5
SCIENZA 2000	100.0	20.3	1.8	3.2	13.6	1.8	3.6	5.6	11.1	79.7	.6	1.8	5.8	91.8
SCIENZA E VITA NUOVA	100.0	26.2	2.2	4.9	17.1	2.0	4.6	6.5	15.2	73.8	.6	1.9	3.9	93.7
LE SCIENZE	100.0	21.6	1.6	3.7	14.7	1.7	4.3	5.5	11.8	78.4	.6	2.2	4.0	93.3
SELEZIONE DAL R.DIGEST	100.0	21.3	1.8	3.8	13.9	1.9	4.1	6.1	11.1	78.7	.4	1.5	3.4	94.7
STARBENE	100.0	20.0	1.6	3.8	13.0	1.6	3.3	5.7	10.9	80.0	.5	1.7	3.3	94.6
STORIA ILLUSTRATA	100.0	19.8	1.7	3.5	13.0	1.6	4.5	5.5	9.8	80.2	.4	1.9	3.6	94.1
SUPER GOL	100.0	21.4	2.2	3.7	13.5	1.9	4.9	5.5	11.0	78.6	.7	1.7	5.0	92.6
IL TENNIS ITALIANO	100.0	22.4	2.6	3.8	14.3	1.7	4.7	5.7	11.9	77.6	.7	1.7	4.7	93.0
TUTTO CUCINA	100.0	17.3	1.5	3.5	10.7	1.6	2.6	5.2	9.5	82.7	.4	1.5	3.3	94.8
TUTTO MAGLIA	100.0	16.4	1.4	3.3	10.2	1.6	2.1	5.3	9.0	83.6	.4	1.7	3.5	94.4
TUTTO MOTO	100.0	22.8	2.1	4.2	14.6	1.9	4.4	5.7	12.8	77.2	.7	1.7	5.0	92.6
TUTTO MUSICA & SPETTACOLO	100.0	24.3	2.4	4.5	14.9	2.5	3.0	6.0	15.3	75.7	.8	2.0	5.1	92.1
TUTTO TURISMO	100.0	20.1	1.8	3.6	13.0	1.6	4.3	5.4	10.5	79.9	.5	1.8	3.7	94.0
TUTTO UNCINETTO	100.0	17.3	1.4	3.5	10.7	1.7	2.0	5.7	9.6	82.7	.4	1.7	3.5	94.3
VELA E MOTORE	100.0	24.3	1.7	4.3	16.1	2.2	5.2	6.3	12.8	75.7	.4	1.4	4.0	94.2
VITAL	100.0	24.5	1.7	4.7	16.4	1.8	3.0	5.8	15.8	75.5	.4	1.7	3.6	94.3
WEEKEND	100.0	24.3	2.4	4.3	16.1	1.6	4.4	6.7	13.3	75.7	.2	1.4	2.5	95.9
ZOOM	100.0	23.9	1.9	3.4	17.0	1.6	5.3	5.0	13.6	76.1	.4	2.0	3.6	94.0
DIANA (Quindicinale)	100.0	18.6	1.8	3.5	11.8	1.4	4.6	5.2	8.8	81.4	.4	1.6	3.8	94.1

Lettori ultimo periodo

analisi secondo: ● possesso di una macchina fotografica a sviluppo istantaneo

(percentuali di penetrazione)

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso io	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	15.8	1.4	2.8	10.4	1.3	4.2	4.1	7.5	84.2	.5	1.6	3.8	94.1
PERIODICI	100.0	19.1	1.7	3.2	12.8	1.4	5.1	5.0	9.0	80.9	.5	1.9	3.8	93.8
SETTIMANALI	100.0	19.2	1.8	3.2	12.9	1.4	5.2	5.0	9.0	80.8	.6	1.9	3.7	93.9
ALBO BLITZ.....	100.0	20.0	1.8	3.5	13.2	1.6	4.8	4.4	10.8	80.0	.6	2.0	4.8	92.7
AMICA.....	100.0	21.7	1.8	3.9	14.2	1.8	6.2	5.5	10.0	78.3	.5	1.7	3.8	94.0
ANNA.....	100.0	20.7	1.7	3.7	13.6	1.7	6.0	5.3	9.4	79.3	.4	1.7	3.7	94.2
AUTOSPRINT.....	100.0	20.5	2.0	3.5	13.4	1.6	5.3	5.0	10.2	79.5	.6	1.8	4.1	93.5
BELLA.....	100.0	19.5	1.6	3.6	12.7	1.5	5.4	5.1	9.0	80.5	.5	1.5	3.5	94.5
CIAO 2001.....	100.0	23.1	2.4	3.8	15.3	1.7	3.9	5.4	13.8	76.9	.9	2.1	4.8	92.2
CONFIDENZE.....	100.0	19.6	1.7	3.6	12.7	1.6	5.0	5.0	9.5	80.4	.4	1.4	3.5	94.6
DOLLY.....	100.0	22.7	2.3	3.9	14.9	1.6	3.5	5.4	13.8	77.3	.9	1.9	5.7	91.6
DOMENICA DEL CORRIERE.....	100.0	18.8	1.4	3.5	12.4	1.6	5.6	5.1	8.1	81.2	.3	1.6	3.3	94.8
DOMENICA QUIZ.....	100.0	19.8	1.4	3.4	13.4	1.6	6.2	4.6	9.1	80.2	.4	1.9	4.2	93.6
EPOCA.....	100.0	22.1	1.6	3.9	14.6	1.9	6.8	6.0	9.3	77.9	.3	1.6	3.5	94.5
L'ESPRESSO.....	100.0	20.9	1.8	3.6	13.9	1.6	6.0	5.6	9.4	79.1	.5	1.9	4.0	93.6
EUROPEO.....	100.0	20.8	1.7	3.6	13.8	1.7	6.1	5.4	9.3	79.2	.5	1.7	3.8	94.0
EVA EXPRESS.....	100.0	19.1	1.7	3.4	12.6	1.4	5.5	4.8	8.8	80.9	.4	1.8	3.7	94.0
FAMIGLIA CRISTIANA.....	100.0	18.1	1.5	3.3	11.9	1.3	4.5	5.0	8.7	81.9	.5	1.4	3.3	94.8
GENTE.....	100.0	20.5	1.7	3.7	13.5	1.7	5.7	5.4	9.4	79.5	.5	1.6	3.8	94.1
GIOIA.....	100.0	21.3	1.8	3.9	13.8	1.8	5.5	5.4	10.3	78.7	.6	1.6	3.8	94.1
IL GIORNALINO.....	100.0	23.2	2.5	4.7	14.6	1.4	5.0	5.8	12.3	76.8	.9	1.4	4.8	92.9
GRAND HOTEL.....	100.0	16.6	1.4	3.0	10.9	1.3	4.4	4.1	8.1	83.4	.5	1.7	3.9	93.9
GRAZIA.....	100.0	21.9	1.8	3.9	14.4	1.8	6.0	5.7	10.2	78.1	.4	1.7	3.5	94.4
GUERIN SPORTIVO.....	100.0	22.9	2.2	3.9	14.8	1.9	5.2	5.7	11.9	77.1	.7	1.8	5.2	92.3
GUIDA CUCINA.....	100.0	21.2	1.9	3.9	13.7	1.7	6.3	5.9	9.0	78.8	.5	1.8	3.9	93.8
GUIDA TV.....	100.0	19.0	1.6	3.4	12.6	1.5	5.0	4.8	9.3	81.0	.5	1.7	3.9	93.9
INTIMITA'.....	100.0	19.8	1.6	3.6	13.0	1.6	5.4	5.1	9.3	80.2	.4	1.5	3.3	94.7
INTREPIDO.....	100.0	19.9	1.9	3.6	12.9	1.6	4.8	4.7	10.4	80.1	.8	2.0	4.7	92.5
IL MONDO.....	100.0	24.0	2.4	3.8	16.2	1.7	7.2	6.2	10.7	76.0	.4	1.5	3.0	95.1
MONDO ECONOMICO.....	100.0	23.1	1.9	3.7	15.4	2.1	7.3	6.0	9.8	76.9	.3	1.6	2.8	95.3
IL MONELLO.....	100.0	20.4	2.0	3.6	13.3	1.6	5.0	4.9	10.4	79.6	.7	1.9	4.9	92.5
NOVELLA 2000.....	100.0	18.8	1.7	3.5	12.3	1.4	5.2	4.8	8.8	81.2	.5	1.7	4.0	93.9
OGGI.....	100.0	20.3	1.7	3.7	13.3	1.7	5.8	5.4	9.1	79.7	.5	1.6	3.7	94.3
ONDA TV.....	100.0	19.6	1.9	3.4	12.7	1.5	4.9	4.9	9.8	80.4	.7	1.7	4.1	93.6
PANORAMA.....	100.0	21.7	1.9	3.7	14.6	1.6	6.1	5.7	10.0	78.3	.6	1.9	3.9	93.7
RADIOCORRIERE TV.....	100.0	20.0	1.7	3.5	13.1	1.6	5.1	5.1	9.7	80.0	.5	1.7	4.0	93.7
RAGAZZA IN.....	100.0	23.6	2.9	4.0	14.9	1.7	4.3	5.8	13.5	76.4	1.0	1.9	5.4	91.6
ROMBO.....	100.0	19.7	1.9	3.5	12.7	1.7	4.3	4.9	10.6	80.3	.8	1.8	4.2	93.2
SORRISI E CANZONI TV.....	100.0	19.5	1.8	3.4	12.8	1.5	4.8	4.9	9.8	80.5	.6	1.8	4.3	93.3
STARTER.....	100.0	19.0	1.9	3.3	12.7	1.2	3.8	4.3	11.0	81.0	.7	2.1	5.0	92.2
STOP.....	100.0	18.0	1.5	3.2	12.0	1.4	4.8	4.7	8.6	82.0	.3	1.6	3.3	94.8
TELESETTE.....	100.0	19.2	1.7	3.3	12.7	1.5	5.0	4.6	9.5	80.8	.5	1.9	4.1	93.5
TOPOLINO.....	100.0	22.6	2.4	4.0	14.4	1.8	5.3	5.4	11.9	77.4	.7	1.8	4.8	92.7

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	15.8	1.4	2.8	10.4	1.3	4.2	4.1	7.5	84.2	.5	1.6	3.8	94.1
MENSILI	100.0	21.3	2.0	3.7	14.0	1.6	5.7	5.6	10.0	78.7	.6	2.1	4.0	93.3
ABITARE.....	100.0	23.0	2.2	3.8	15.5	1.4	7.0	6.3	9.7	77.0	.4	1.6	3.4	94.6
AD.....	100.0	24.4	2.3	4.0	16.5	1.6	7.2	6.2	11.0	75.6	.5	1.5	3.7	94.3
AIRONE.....	100.0	22.8	2.1	3.8	15.2	1.6	5.9	6.1	10.7	77.2	.5	1.7	3.7	94.1
ALTA FEDELTA'.....	100.0	23.4	2.2	3.9	15.4	2.0	5.2	5.8	12.4	76.6	.8	1.8	4.8	92.6
ASTRA.....	100.0	20.4	1.7	3.7	13.4	1.5	5.6	5.2	9.6	79.6	.5	1.9	4.2	93.3
ATLANTE.....	100.0	23.5	2.2	4.2	15.6	1.5	6.0	6.5	11.0	76.5	.6	1.8	4.0	93.6
AUTO CAPITAL.....	100.0	23.7	2.4	4.0	15.7	1.7	6.1	5.8	11.8	76.3	.5	1.8	3.7	93.9
L'AUTOMOBILE.....	100.0	21.6	1.8	3.9	14.2	1.7	5.9	5.7	10.1	78.4	.5	1.8	3.8	93.9
BENISSIMO.....	100.0	22.1	2.1	3.9	14.4	1.7	4.9	5.5	11.8	77.9	.9	1.8	5.0	92.3
BRAVA CASA.....	100.0	20.9	2.0	3.7	13.7	1.5	7.2	5.5	8.2	79.1	.4	1.8	3.5	94.3
CAPITAL.....	100.0	24.2	2.4	4.0	16.0	1.8	7.5	6.4	10.3	75.8	.5	1.5	3.3	94.7
CASAVIVA.....	100.0	21.1	1.9	3.7	14.0	1.5	7.1	5.7	8.3	78.9	.4	1.7	3.3	94.5
100 COSE.....	100.0	24.0	2.3	4.1	15.8	1.8	4.7	5.9	13.4	76.0	.8	1.8	5.1	92.2
CONSIGLI PRATICI.....	100.0	23.4	1.8	5.6	15.3	.8	5.7	8.7	9.0	76.6	.4	1.4	3.5	94.6
CORTO MALTESE.....	100.0	20.0	1.8	3.8	12.7	1.7	4.8	5.3	9.9	80.0	.6	1.7	4.4	93.3
COSMOPOLITAN.....	100.0	22.7	2.1	4.2	14.9	1.6	5.8	5.8	11.2	77.3	.6	1.8	4.2	93.4
LA CUCINA ITALIANA.....	100.0	21.7	1.8	4.1	13.9	1.9	6.2	5.9	9.7	78.3	.4	1.5	3.6	94.4
DONNAPIU'.....	100.0	20.3	1.8	3.5	13.5	1.4	5.6	5.5	9.3	79.7	.5	1.8	3.7	94.1
ESPANSIONE.....	100.0	25.8	2.7	4.4	17.5	1.2	7.4	7.1	11.3	74.2	.2	1.1	2.3	96.4
FOTOGRAFARE.....	100.0	21.2	1.9	3.7	14.1	1.6	6.3	5.0	9.9	78.8	.5	1.8	4.1	93.6
GARDENIA.....	100.0	23.0	2.2	3.6	15.9	1.4	6.1	6.6	10.4	77.0	.3	1.4	3.4	94.9
GENTE MONEY.....	100.0	24.0	2.2	4.4	15.6	1.8	7.1	6.2	10.7	76.0	.5	1.5	3.2	94.8
GENTE MOTORI.....	100.0	21.5	2.1	3.8	14.0	1.6	5.4	5.5	10.6	78.5	.7	1.7	4.2	93.4
GENTE VIAGGI.....	100.0	21.7	2.1	3.6	14.4	1.7	6.0	5.6	10.1	78.3	.5	1.8	3.6	94.2
GIOIELLI.....	100.0	22.8	1.9	4.4	14.7	1.7	5.2	5.7	11.9	77.2	.8	1.7	4.2	93.2
INSIEME.....	100.0	15.9	1.4	2.5	10.8	1.1	6.1	4.0	5.8	84.1	.5	1.7	3.4	94.5
JESUS.....	100.0	18.8	1.4	4.0	11.9	1.5	4.5	5.8	8.6	81.2	.4	1.5	2.9	95.2
LEI.....	100.0	24.5	2.3	4.2	16.3	1.7	4.8	6.1	13.6	75.5	.8	1.8	4.3	93.1
LINUS.....	100.0	23.5	2.4	3.7	15.7	1.7	5.4	5.7	12.3	76.5	.7	2.0	4.2	93.1
MADRE.....	100.0	18.4	1.5	3.1	12.9	.9	4.6	5.7	8.2	81.6	.5	1.6	2.7	95.2
MANI DI FATA.....	100.0	17.8	1.3	3.5	11.7	1.5	5.0	4.6	8.2	82.2	.7	1.8	3.6	93.9
MAX.....	100.0	23.1	2.3	3.7	15.3	1.7	4.9	5.4	12.8	76.9	.5	2.1	4.4	93.0
MESSAGGERO DI S.ANTONIO.....	100.0	17.3	1.4	3.2	11.5	1.2	4.3	4.9	8.1	82.7	.4	1.4	3.9	94.2
LA MIA CASA.....	100.0	19.2	1.6	3.7	12.5	1.4	6.5	5.3	7.3	80.8	.3	1.8	3.6	94.3
MILLEIDEE.....	100.0	22.0	1.9	4.1	14.3	1.7	5.4	5.7	10.9	78.0	.7	1.8	4.3	93.2
MODA.....	100.0	20.0	1.8	3.5	13.0	1.6	4.7	5.0	10.3	80.0	.7	1.8	4.3	93.2
MOTOCICLISMO.....	100.0	22.5	2.2	4.0	14.6	1.7	4.8	5.7	12.0	77.5	.8	1.6	5.0	92.6
MUSIC.....	100.0	22.5	2.2	4.0	14.4	2.0	3.7	5.1	13.8	77.5	.9	2.0	5.6	91.6
NATURA OGGI.....	100.0	21.2	2.1	3.5	14.1	1.4	5.8	5.8	9.6	78.8	.5	1.8	3.4	94.3
PESCARRE.....	100.0	22.6	2.2	4.2	14.9	1.4	6.8	5.6	10.2	77.4	.4	1.7	3.6	94.3
PHOTO ITALIANA.....	100.0	22.9	2.3	4.1	14.7	1.8	5.5	5.6	11.8	77.1	.6	1.7	4.4	93.3
IL PIACERE.....	100.0	22.8	2.4	3.6	15.1	1.7	6.7	5.3	10.8	77.2	.6	1.6	4.0	93.8
PLAYMEN.....	100.0	22.4	2.2	4.0	14.2	1.9	5.8	5.7	11.0	77.6	.5	1.9	4.5	93.1
PM.....	100.0	22.6	2.2	3.7	15.2	1.5	5.7	5.7	11.2	77.4	.6	1.9	3.9	93.6
QUATTORRUOTE.....	100.0	21.2	1.9	3.7	13.9	1.6	5.7	5.5	10.0	78.8	.6	1.8	4.2	93.4
QUI TOURING.....	100.0	23.7	1.9	3.9	16.1	1.8	7.0	6.4	10.3	76.3	.4	1.7	3.1	94.8
RAKAM.....	100.0	22.2	1.8	4.1	14.5	1.8	5.8	5.9	10.5	77.8	.7	1.6	3.8	93.9
ROCKSTAR.....	100.0	24.3	2.2	4.4	15.8	1.9	3.9	5.4	15.1	75.7	.8	1.7	5.4	92.1
SALVE.....	100.0	20.4	1.7	3.5	13.6	1.6	5.8	5.2	9.4	79.6	.5	1.8	3.7	94.0
SCIENZA 2000.....	100.0	20.5	1.7	3.0	13.8	1.9	4.5	4.9	11.1	79.5	.6	1.6	6.6	91.2
SCIENZA E VITA NUOVA.....	100.0	26.7	2.2	4.8	17.7	2.0	6.1	6.3	14.3	73.3	.8	1.7	4.6	93.0
LE SCIENZE.....	100.0	21.6	1.5	3.6	15.0	1.5	5.2	5.3	11.1	78.4	.7	2.2	4.3	92.8
SELEZIONE DAL R.DIGEST.....	100.0	22.6	1.9	4.0	15.0	1.8	6.1	6.1	10.4	77.4	.5	1.6	3.6	94.4
STARBENE.....	100.0	20.0	1.7	3.5	13.3	1.5	5.7	5.1	9.2	80.0	.5	1.7	3.7	94.0
STORIA ILLUSTRATA.....	100.0	20.2	1.7	3.6	13.3	1.6	5.3	5.5	9.3	79.8	.5	1.8	4.0	93.7
SUPER GOL.....	100.0	21.5	2.3	3.7	13.7	1.8	5.2	5.5	10.9	78.5	.7	1.7	5.1	92.5
IL TENNIS ITALIANO.....	100.0	23.1	2.8	3.8	14.8	1.7	5.4	5.6	12.1	76.9	.7	1.6	5.2	92.5
TUTTO CUCINA.....	100.0	17.8	1.4	3.1	12.0	1.3	5.4	4.4	8.0	82.2	.4	1.7	3.6	94.2
TUTTO MAGLIA.....	100.0	16.7	1.4	3.1	10.8	1.4	4.9	4.0	7.8	83.3	.6	2.0	3.9	93.5
TUTTO MOTO.....	100.0	23.0	2.2	4.2	14.8	1.9	4.8	5.6	12.7	77.0	.8	1.7	5.2	92.3
TUTTO MUSICA & SPETTACOLO.....	100.0	24.8	2.6	4.3	16.0	1.9	4.2	5.8	14.7	75.2	1.0	1.8	5.6	91.7
TUTTO TURISMO.....	100.0	20.0	1.9	3.5	13.0	1.5	5.5	5.1	9.4	80.0	.5	1.8	3.7	94.0
TUTTO UNCINETTO.....	100.0	18.8	1.7	3.6	12.1	1.4	5.0	4.8	8.9	81.2	.7	2.0	4.1	93.2
VELA E MOTORE.....	100.0	25.0	1.7	4.5	16.7	2.0	5.9	6.1	13.0	75.0	.5	1.5	4.1	93.9
VITAL.....	100.0	24.4	2.3	3.5	17.1	1.5	4.9	6.0	13.6	75.6	.4	1.9	3.7	94.0
WEEKEND.....	100.0	24.6	2.5	3.9	16.6	1.6	5.5	6.3	12.8	75.4	.2	1.5	2.4	96.0
ZOOM.....	100.0	24.0	1.8	3.3	17.4	1.5	5.5	4.8	13.6	76.0	.4	1.9	3.5	94.2
DIANA (Quindicinale).....	100.0	19.0	1.9	3.5	12.1	1.4	5.2	5.0	8.8	81.0	.5	1.7	4.0	93.9

Donne

Lettori ultimo periodo

analisi secondo: ● possesso di una macchina fotografica a sviluppo istantaneo

(percentuali di penetrazione)

	Totale	POSSES-SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES-SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	14.4	1.1	2.8	9.0	1.6	1.4	4.5	8.5	85.6	.3	1.5	3.4	94.7
PERIODICI	100.0	17.1	1.4	3.2	10.8	1.6	1.8	5.4	9.8	82.9	.4	1.7	3.4	94.4
SETTIMANALI	100.0	17.1	1.4	3.3	10.8	1.6	1.9	5.4	9.9	82.9	.4	1.8	3.4	94.3
ALBO BLITZ.....	100.0	19.3	1.7	4.1	11.5	2.0	2.2	6.5	10.6	80.7	.5	1.9	3.1	94.5
AMICA.....	100.0	20.8	1.6	3.8	13.5	1.9	2.0	6.4	12.4	79.2	.4	1.7	3.1	94.8
ANNA.....	100.0	19.6	1.5	3.7	12.7	1.7	2.0	6.1	11.5	80.4	.3	1.6	3.1	94.9
AUTOSPRINT.....	100.0	20.0	1.6	4.0	12.6	1.8	1.7	6.5	11.8	80.0	.4	1.7	3.1	94.8
BELLA.....	100.0	18.9	1.6	3.4	12.2	1.6	1.9	6.0	10.9	81.1	.3	1.5	3.0	95.2
CIAO 2001.....	100.0	23.2	2.4	4.6	13.3	3.0	1.7	5.6	16.0	76.8	.4	2.0	4.6	92.9
CONFIDENZE.....	100.0	17.9	1.5	3.5	11.2	1.7	1.8	5.7	10.4	82.1	.3	1.5	3.2	95.0
DOLLY.....	100.0	23.2	2.5	4.5	12.7	3.5	1.4	6.1	15.7	76.8	.6	2.7	4.7	92.0
DOMENICA DEL CORRIERE.....	100.0	16.2	1.2	2.7	10.7	1.6	1.8	4.9	9.5	83.8	.3	1.3	3.1	95.3
DOMENICA QUIZ.....	100.0	20.1	1.5	4.1	12.8	1.8	2.4	6.4	11.2	79.9	.3	2.3	3.5	93.9
EPOCA.....	100.0	20.4	1.6	3.5	13.4	1.9	2.4	6.1	11.9	79.6	.3	1.5	3.1	95.0
L'ESPRESSO.....	100.0	20.0	1.7	3.7	12.8	1.7	2.2	6.1	11.6	80.0	.4	2.0	3.4	94.2
EUROPEO.....	100.0	20.2	1.7	3.6	13.1	1.9	2.3	6.3	11.6	79.8	.4	1.6	3.0	95.0
EVA EXPRESS.....	100.0	17.5	1.5	3.4	11.1	1.5	1.7	5.5	10.3	82.5	.4	1.5	3.2	94.9
FAMIGLIA CRISTIANA.....	100.0	16.1	1.3	2.8	10.5	1.5	1.5	4.8	9.9	83.9	.2	1.3	3.2	95.4
GENTE.....	100.0	17.9	1.5	3.2	11.6	1.7	1.9	5.6	10.4	82.1	.3	1.5	3.2	94.9
GIOIA.....	100.0	20.1	1.6	3.8	12.9	1.8	1.8	6.2	12.0	79.9	.3	1.7	3.3	94.7
IL GIORNALINO.....	100.0	22.9	1.9	4.6	14.4	2.0	1.8	6.4	14.6	77.1	.5	2.2	3.0	94.3
GRAND HOTEL.....	100.0	16.4	1.4	3.3	10.0	1.7	1.5	5.2	9.7	83.6	.5	1.7	3.5	94.4
GRAZIA.....	100.0	19.9	1.6	3.6	12.9	1.8	2.1	6.0	11.9	80.1	.3	1.6	3.1	94.9
GUERIN SPORTIVO.....	100.0	22.0	1.9	4.3	13.2	2.7	2.0	6.0	14.0	78.0	.4	2.2	4.0	93.3
GUIDA CUCINA.....	100.0	19.2	1.7	3.8	11.8	1.9	2.0	6.3	11.0	80.8	.4	1.8	3.5	94.3
GUIDA TV.....	100.0	18.0	1.6	3.6	10.9	1.8	1.9	5.6	10.5	82.0	.4	1.6	3.4	94.6
INTIMITA'.....	100.0	18.0	1.6	3.4	11.5	1.5	1.9	5.7	10.3	82.0	.3	1.4	2.9	95.4
INTREPIDO.....	100.0	19.7	1.7	4.0	11.9	2.2	1.8	6.7	11.2	80.3	.5	2.0	3.5	94.0
IL MONDO.....	100.0	24.2	1.7	4.7	16.1	1.6	2.7	6.4	15.1	75.8	.3	1.9	2.7	95.1
MONDO ECONOMICO.....	100.0	22.6	2.0	4.0	14.3	2.3	2.5	6.5	13.6	77.4	.4	2.2	3.7	93.7
IL MONELLO.....	100.0	19.9	1.6	3.8	12.3	2.2	1.9	6.4	11.7	80.1	.5	1.9	3.5	94.0
NOVELLA 2000.....	100.0	17.3	1.6	3.6	10.7	1.4	1.7	5.4	10.2	82.7	.4	1.7	3.1	94.9
OGGI.....	100.0	18.4	1.5	3.3	11.9	1.7	1.9	5.7	10.8	81.6	.3	1.6	3.2	94.9
ONDA TV.....	100.0	18.6	1.7	3.8	11.0	2.1	1.6	5.7	11.4	81.4	.4	1.7	3.7	94.2
PANORAMA.....	100.0	20.7	1.7	3.7	13.3	1.9	2.2	6.3	12.2	79.3	.4	1.9	3.3	94.5
RADIOCORRIERE TV.....	100.0	18.4	1.6	3.3	11.6	1.9	1.9	5.7	10.8	81.6	.4	1.7	3.4	94.5
RAGAZZA IN.....	100.0	23.7	2.3	4.6	13.5	3.3	1.4	5.7	16.6	76.3	.6	2.3	5.3	91.8
ROMBO.....	100.0	22.2	1.7	4.5	14.3	1.7	1.9	5.9	14.5	77.8	.4	2.0	3.9	93.7
SORRISI E CANZONI TV.....	100.0	18.6	1.6	3.6	11.4	1.9	1.6	5.7	11.2	81.4	.4	1.8	3.5	94.2
STARTER.....	100.0	17.4	1.3	4.0	10.4	1.8	2.2	5.6	9.7	82.6	.5	2.4	3.4	93.7
STOP.....	100.0	15.2	1.4	3.0	9.8	1.1	1.7	4.5	9.0	84.8	.3	1.3	3.1	95.4
TELESETTE.....	100.0	18.4	1.6	3.7	11.1	1.9	1.8	5.8	10.8	81.6	.5	1.7	3.4	94.4
TOPOLINO.....	100.0	21.6	1.9	4.5	13.2	2.0	1.9	6.4	13.3	78.4	.5	1.9	3.6	94.0

Lettori ultimo periodo

analisi secondo: ● possesso di una macchina fotografica a sviluppo istantaneo

(percentuali di penetrazione)

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	14.4	1.1	2.8	9.0	1.6	1.4	4.5	8.5	85.6	.3	1.5	3.4	94.7
MENSILI	100.0	20.0	1.9	3.9	12.4	1.8	2.2	6.5	11.3	80.0	.5	1.9	3.5	94.1
ABITARE.....	100.0	19.7	1.8	3.6	12.6	1.7	2.2	5.8	11.7	80.3	.3	1.7	2.8	95.2
AD.....	100.0	22.5	1.9	4.3	14.6	1.7	2.5	6.7	13.2	77.5	.4	1.5	3.0	95.1
AIRONE.....	100.0	21.3	1.7	4.0	14.0	1.6	2.3	6.0	13.0	78.7	.2	1.6	2.9	95.3
ALTA FEDELTA'.....	100.0	18.5	1.3	3.5	12.0	1.7	1.9	5.0	11.6	81.5	.4	2.0	3.8	93.7
ASTRA.....	100.0	20.8	1.7	3.8	13.3	2.0	2.2	5.9	12.8	79.2	.7	2.0	3.7	93.6
ATLANTE.....	100.0	20.1	1.7	3.7	12.9	1.7	2.1	5.7	12.3	79.9	.3	1.7	2.8	95.2
AUTO CAPITAL.....	100.0	24.8	1.8	4.6	15.9	2.6	2.0	7.2	15.7	75.2	.5	1.6	3.5	94.4
L'AUTOMOBILE.....	100.0	20.3	1.5	3.8	13.2	1.8	2.1	6.3	11.9	79.7	.3	1.8	3.3	94.7
BENISSIMO.....	100.0	19.9	1.7	3.8	12.4	1.9	1.9	6.3	11.7	80.1	.4	1.8	3.4	94.4
BRAVA CASA.....	100.0	19.5	1.7	3.7	12.2	1.9	2.2	6.7	10.6	80.5	.3	1.4	3.2	95.0
CAPITAL.....	100.0	23.8	1.7	4.2	15.8	2.2	2.5	7.3	14.0	76.2	.4	1.5	3.1	95.0
CASAVIVA.....	100.0	20.7	1.7	3.9	13.2	1.8	2.3	6.9	11.5	79.3	.3	1.6	3.0	95.2
100 COSE.....	100.0	21.9	1.9	4.4	13.4	2.3	1.8	5.4	14.7	78.1	.5	1.9	3.9	93.7
CONSIGLI PRATICI.....	100.0	16.0	1.6	3.4	9.8	1.2	1.8	5.1	9.1	84.0	.3	1.6	2.7	95.4
CORTO MALTESE.....	100.0	14.2	1.4	2.2	9.4	1.3	1.6	4.6	8.0	85.8	.5	1.5	2.6	95.5
COSMOPOLITAN.....	100.0	20.6	1.7	3.8	13.3	1.8	2.1	5.8	12.6	79.4	.5	1.8	3.2	94.6
LA CUCINA ITALIANA.....	100.0	18.8	1.4	3.5	12.3	1.6	2.2	5.9	10.8	81.2	.3	1.6	3.0	95.1
DONNAPIU'.....	100.0	19.7	1.7	3.9	12.7	1.6	2.2	5.9	11.6	80.3	.4	1.6	2.8	95.2
ESPANSIONE.....	100.0	24.0	2.2	5.6	15.1	1.2	2.5	6.7	14.9	76.0	.4	1.4	2.7	95.5
FOTOGRAFARE.....	100.0	24.3	2.0	5.0	15.5	1.9	2.3	7.7	14.3	75.7	.4	1.7	3.3	94.6
GARDENIA.....	100.0	21.2	1.5	4.8	13.1	1.8	2.1	6.4	12.7	78.8	.2	1.8	3.0	94.9
GENTE MONEY.....	100.0	22.1	1.8	4.3	14.1	1.9	2.4	6.5	13.2	77.9	.3	1.5	3.2	95.0
GENTE MOTORI.....	100.0	20.3	1.7	4.0	12.7	1.9	1.9	6.0	12.4	79.7	.4	1.8	3.3	94.5
GENTE VIAGGI.....	100.0	21.5	1.6	4.0	14.2	1.7	2.1	6.3	13.1	78.5	.4	1.5	3.3	94.9
GIOIELLI.....	100.0	19.7	1.7	3.8	12.6	1.6	1.9	6.5	11.4	80.3	.3	1.7	3.1	94.9
INSIEME.....	100.0	15.7	1.4	2.9	9.6	1.8	1.8	5.8	8.2	84.3	.4	1.7	3.4	94.6
JESUS.....	100.0	19.2	1.7	3.2	12.5	1.9	1.9	5.8	11.6	80.8	.1	1.5	2.5	95.9
LEI.....	100.0	22.1	1.8	4.1	14.3	1.9	2.0	5.8	14.3	77.9	.4	1.9	3.4	94.3
LINUS.....	100.0	23.5	1.9	4.5	14.8	2.2	2.3	6.3	14.9	76.5	.4	1.9	3.7	94.0
MADRE.....	100.0	18.3	1.4	3.5	11.9	1.4	1.6	5.5	11.2	81.7	.1	1.1	2.6	96.2
MANI DI FATA.....	100.0	17.9	1.3	3.2	11.5	1.9	1.7	6.2	10.1	82.1	.3	1.6	3.5	94.7
MAX.....	100.0	23.0	1.8	4.4	14.7	2.1	1.9	5.8	15.2	77.0	.6	1.9	3.9	93.6
MESSAGGERO DI S.ANTONIO.....	100.0	15.1	1.2	2.8	9.2	1.9	1.3	4.5	9.2	84.9	.3	1.4	3.8	94.6
LA MIA CASA.....	100.0	16.7	1.8	2.9	10.7	1.4	1.8	5.5	9.4	83.3	.4	1.5	3.2	94.9
MILLEIDEE.....	100.0	19.2	1.6	3.6	12.3	1.7	1.9	6.2	11.0	80.8	.3	1.6	3.1	94.9
MODA.....	100.0	19.2	1.6	3.7	11.9	2.0	1.7	5.5	12.0	80.8	.5	1.9	3.7	94.0
MOTOCICLISMO.....	100.0	18.6	1.7	3.7	11.5	1.8	1.9	5.9	10.8	81.4	.4	1.8	3.2	94.5
MUSIC.....	100.0	24.3	2.3	5.2	13.2	3.6	1.3	6.4	16.6	75.7	.6	2.1	4.7	92.5
NATURA OGGI.....	100.0	19.1	1.8	3.5	12.1	1.6	2.2	5.4	11.5	80.9	.2	1.5	2.9	95.4
PESCARA.....	100.0	22.3	1.8	4.7	14.5	1.3	1.9	7.5	12.8	77.7	.2	1.4	3.1	95.3
PHOTO ITALIANA.....	100.0	19.3	1.9	4.0	12.1	1.3	2.0	6.1	11.2	80.7	.4	1.6	2.9	95.1
IL PIACERE.....	100.0	24.0	1.8	4.5	16.0	1.8	2.3	6.8	14.9	76.0	.6	2.1	3.3	94.1
PLAYMEN.....	100.0	20.4	1.8	4.1	12.8	1.7	2.5	6.9	11.0	79.6	.3	1.6	2.7	95.4
PM.....	100.0	21.6	1.8	4.2	13.9	1.8	2.1	6.0	13.5	78.4	.4	1.7	3.3	94.5
QUATTORRUOTE.....	100.0	20.7	1.7	4.0	13.1	1.9	2.0	6.5	12.2	79.3	.4	1.8	3.3	94.5
QUI TOURING.....	100.0	23.2	1.8	3.5	15.6	2.3	2.7	6.3	14.2	76.8	.3	1.6	2.6	95.5
RAKAM.....	100.0	19.4	1.6	3.7	12.5	1.7	1.9	6.7	10.9	80.6	.3	1.6	3.1	95.0
ROCKSTAR.....	100.0	24.9	2.1	5.5	14.0	3.1	1.5	5.5	17.8	75.1	.7	2.6	4.4	92.3
SALVE.....	100.0	20.1	1.5	3.8	13.0	1.8	2.1	6.1	11.9	79.9	.4	1.8	3.0	94.8
SCIENZA 2000.....	100.0	19.9	1.9	3.5	13.0	1.5	1.5	7.4	10.9	80.1	.4	2.3	3.8	93.4
SCIENZA E VITA NUOVA.....	100.0	25.6	2.3	5.0	16.3	2.0	2.2	6.8	16.6	74.4	.3	2.2	2.7	94.8
LE SCIENZE.....	100.0	21.8	1.7	4.0	13.9	2.2	2.1	5.9	13.8	78.2	.3	2.0	3.2	94.5
SELEZIONE DAL R.DIGEST.....	100.0	20.0	1.7	3.6	12.8	1.9	2.0	6.1	11.9	80.0	.3	1.5	3.2	95.0
STARBENE.....	100.0	19.9	1.5	3.9	12.8	1.7	2.0	6.0	11.9	80.1	.4	1.6	3.1	94.9
STORIA ILLUSTRATA.....	100.0	18.7	1.7	3.3	12.1	1.6	2.2	5.4	11.1	81.3	.3	2.1	2.5	95.1
SUPER GOL.....	100.0	20.0	1.8	3.7	12.0	2.5	1.8	6.0	12.2	80.0	.5	1.7	3.8	94.0
IL TENNIS ITALIANO.....	100.0	19.5	1.9	3.5	12.5	1.6	1.7	6.3	11.5	80.5	.5	1.8	2.9	94.7
TUTTO CUCINA.....	100.0	17.1	1.5	3.6	10.3	1.7	1.6	5.5	10.0	82.9	.4	1.5	3.2	94.9
TUTTO MAGLIA.....	100.0	16.3	1.4	3.3	10.1	1.6	1.6	5.5	9.2	83.7	.4	1.7	3.4	94.5
TUTTO MOTO.....	100.0	21.5	1.9	4.5	13.1	2.1	1.9	6.2	13.4	78.5	.4	1.9	3.6	94.0
TUTTO MUSICA & SPETTACOLO.....	100.0	23.9	2.3	4.7	13.8	3.2	1.7	6.2	16.0	76.1	.6	2.2	4.7	92.5
TUTTO TURISMO.....	100.0	20.3	1.6	3.8	13.0	1.8	1.9	5.9	12.4	79.7	.5	1.9	3.7	93.9
TUTTO UNCINETTO.....	100.0	17.1	1.4	3.4	10.5	1.8	1.6	5.8	9.7	82.9	.4	1.7	3.5	94.5
VELA E MOTORE.....	100.0	22.0	1.5	3.5	14.2	2.8	2.8	6.7	12.4	78.0	.1	1.2	3.7	95.0
VITAL.....	100.0	24.6	1.5	5.2	16.1	1.8	2.2	5.7	16.7	75.4	.4	1.6	3.5	94.5
WEEKEND.....	100.0	23.9	2.1	5.0	15.2	1.6	2.3	7.3	14.3	76.1	.2	1.4	2.7	95.7
ZOOM.....	100.0	22.8	2.6	4.3	13.8	2.1	3.0	6.2	13.6	77.2	.3	2.3	5.0	92.3
DIANA (Quindicinale).....	100.0	17.0	1.5	3.6	10.4	1.5	1.9	5.9	9.2	83.0	.3	1.6	2.9	95.2

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● possesso di una macchina fotografica a sviluppo istantaneo

(percentuali di penetrazione)

	Totale	POSSES-SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES-SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso io	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	12.5	.9	2.4	8.0	1.1	1.6	4.5	6.4	87.5	.2	1.2	2.8	95.7
PERIODICI	100.0	15.3	1.2	3.0	9.8	1.3	2.1	5.5	7.7	84.7	.3	1.4	3.1	95.2
SETTIMANALI	100.0	15.4	1.2	3.0	9.9	1.3	2.2	5.4	7.8	84.6	.3	1.4	3.0	95.2
ALBO BLITZ.....	100.0	15.4	.9	2.8	10.7	.9	4.4	4.9	6.1	84.6	.4	2.2	2.8	94.6
AMICA.....	100.0	19.9	1.4	3.7	13.1	1.7	2.3	6.9	10.7	80.1	.2	1.2	2.5	96.1
ANNA.....	100.0	18.7	1.4	3.5	12.3	1.5	2.2	6.6	9.9	81.3	.2	1.2	2.5	96.1
AUTOSPRINT.....	100.0	16.7	1.2	2.9	11.7	.9	3.1	6.3	7.4	83.3	.3	1.5	2.9	95.3
BELLA.....	100.0	17.6	1.4	3.3	11.5	1.4	2.1	6.4	9.0	82.4	.2	1.2	2.5	96.1
CIAO 2001.....	100.0	16.7	1.0	3.0	11.7	1.0	2.1	6.6	8.0	83.3	.4	2.3	2.8	94.6
CONFIDENZE.....	100.0	16.2	1.3	3.3	10.4	1.2	1.9	5.8	8.4	83.8	.2	1.3	2.7	95.8
DOLLY.....	100.0	19.2	1.8	4.5	11.9	1.1	1.6	7.3	10.3	80.8	.3	1.6	2.4	95.7
DOMENICA DEL CORRIERE.....	100.0	14.5	1.1	2.3	9.8	1.3	2.6	4.5	7.3	85.5	.2	1.0	2.9	96.0
DOMENICA QUIZ.....	100.0	18.6	1.2	3.6	12.4	1.4	3.9	6.0	8.8	81.4	.2	1.7	2.9	95.2
EPOCA.....	100.0	19.1	1.4	3.2	12.7	1.8	3.8	5.9	9.3	80.9	.1	.9	2.7	96.2
L'ESPRESSO.....	100.0	19.6	1.5	3.4	13.1	1.5	3.9	6.6	9.2	80.4	.2	1.4	2.8	95.5
EUROPEO.....	100.0	19.1	1.4	3.3	12.7	1.8	4.3	5.9	8.9	80.9	.2	1.1	2.8	95.9
EVA EXPRESS.....	100.0	15.8	1.3	3.1	10.4	1.1	2.0	5.7	8.1	84.2	.2	1.3	2.6	95.9
FAMIGLIA CRISTIANA.....	100.0	14.4	1.1	2.5	9.5	1.2	1.8	4.8	7.7	85.6	.1	1.0	2.6	96.3
GENTE.....	100.0	16.7	1.3	2.9	11.0	1.5	2.4	5.7	8.6	83.3	.2	1.2	2.8	95.9
GIOIA.....	100.0	18.6	1.4	3.6	12.2	1.5	2.0	6.8	9.9	81.4	.2	1.2	2.7	96.0
IL GIORNALINO.....	100.0	22.1	1.8	4.4	14.2	1.7	2.4	7.2	12.5	77.9	.1	2.0	2.0	95.8
GRAND HOTEL.....	100.0	14.4	1.2	3.0	9.1	1.1	1.6	5.3	7.5	85.6	.3	1.5	2.9	95.3
GRAZIA.....	100.0	18.8	1.4	3.4	12.3	1.6	2.4	6.5	9.9	81.2	.2	1.1	2.5	96.2
GUERIN SPORTIVO.....	100.0	17.1	1.0	2.4	12.7	1.1	5.3	4.9	7.0	82.9	.3	1.4	3.2	95.1
GUIDA CUCINA.....	100.0	18.0	1.4	3.6	11.3	1.6	2.3	6.6	9.1	82.0	.3	1.5	3.0	95.2
GUIDA TV.....	100.0	15.7	1.4	3.2	10.0	1.2	2.6	5.5	7.7	84.3	.3	1.3	2.8	95.7
INTIMITA'.....	100.0	16.7	1.4	3.3	10.8	1.2	2.1	5.9	8.7	83.3	.2	1.2	2.5	96.1
INTREPIDO.....	100.0	17.2	1.3	3.5	11.0	1.4	2.7	6.4	8.1	82.8	.4	1.9	2.8	94.9
IL MONDO.....	100.0	23.4	1.7	3.9	16.4	1.4	5.8	7.2	10.4	76.6	.1	1.0	2.4	96.5
MONDO ECONOMICO.....	100.0	21.7	1.6	3.6	14.3	2.2	5.4	7.4	8.9	78.3	.2	1.1	2.7	96.0
IL MONELLO.....	100.0	17.2	1.3	3.4	11.1	1.4	2.6	6.5	8.1	82.8	.4	1.6	2.8	95.2
NOVELLA 2000.....	100.0	15.2	1.4	3.1	9.7	1.0	2.0	5.4	7.8	84.8	.2	1.4	2.6	95.8
OGGI.....	100.0	17.1	1.3	3.0	11.3	1.5	2.5	5.8	8.8	82.9	.2	1.2	2.7	95.9
ONDA TV.....	100.0	16.0	1.4	3.5	10.0	1.1	2.0	5.7	8.3	84.0	.3	1.4	2.6	95.7
PANORAMA.....	100.0	19.9	1.5	3.4	13.4	1.7	3.6	6.6	9.6	80.1	.2	1.2	2.7	95.9
RADIOCORRIERE TV.....	100.0	16.9	1.4	3.0	11.0	1.5	2.7	5.9	8.3	83.1	.2	1.2	2.9	95.7
RAGAZZA IN.....	100.0	19.2	1.7	4.7	11.9	.9	1.5	7.4	10.3	80.8	.3	1.7	2.6	95.3
ROMBO.....	100.0	18.3	1.3	2.9	13.6	.5	3.4	7.9	7.0	81.7	.3	2.1	3.1	94.5
SORRISI E CANZONI TV.....	100.0	16.4	1.3	3.2	10.6	1.3	1.9	6.0	8.5	83.6	.3	1.4	2.8	95.5
STARTER.....	100.0	10.1	.5	1.6	7.5	.4	3.7	3.8	2.7	89.9	.3	4.4	3.0	92.3
STOP.....	100.0	13.4	1.2	2.5	8.8	.8	2.0	4.4	6.9	86.6	.2	1.1	2.7	96.1
TELESETTE.....	100.0	16.2	1.5	3.2	10.4	1.2	2.4	5.7	8.2	83.8	.3	1.4	2.8	95.5
TOPOLINO.....	100.0	19.7	1.7	4.1	12.5	1.4	2.5	7.2	10.0	80.3	.3	1.6	2.7	95.4

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● possesso di una macchina fotografica a sviluppo istantaneo

(percentuali di penetrazione)

	Totale	POSSES-SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES-SORI	INTENZIONE D'ACQUISTO			
			1985/1986	1983/1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certainente si	probabilmente si	non so	no
TOTALE	100.0	12.5	.9	2.4	8.0	1.1	1.6	4.5	6.4	87.5	.2	1.2	2.8	95.7
MENSILI	100.0	18.0	1.5	3.9	11.3	1.4	2.9	6.6	8.4	82.0	.3	1.6	3.2	94.9
ABITARE	100.0	19.8	1.8	3.2	13.0	1.7	3.6	6.5	9.6	80.2	.1	1.1	2.3	96.5
AD	100.0	22.0	1.7	3.9	14.6	1.7	4.0	7.0	10.9	78.0	.1	1.0	2.3	96.5
AIRONE	100.0	20.2	1.5	3.4	13.7	1.5	3.6	6.7	9.9	79.8	.1	1.1	2.1	96.7
ALTA FEDELTA'	100.0	14.9	.8	2.4	11.0	.8	3.6	4.4	6.9	85.1	.1	1.5	2.4	96.0
ASTRA	100.0	19.4	1.4	3.7	12.8	1.4	2.7	6.7	10.0	80.6	.4	1.3	3.0	95.3
ATLANTE	100.0	19.5	1.9	3.3	12.8	1.5	3.7	6.5	9.3	80.5	.1	1.1	2.3	96.5
AUTO CAPITAL	100.0	20.8	1.1	3.7	14.6	1.3	3.5	7.8	9.5	79.2	.2	1.4	2.8	95.6
L'AUTOMOBILE	100.0	18.8	1.4	3.4	12.7	1.4	3.3	6.3	9.2	81.2	.2	1.2	2.7	95.9
BENISSIMO	100.0	18.6	1.5	3.8	11.8	1.5	2.0	7.0	9.6	81.4	.3	1.4	2.7	95.5
BRAVA CASA	100.0	19.3	1.7	3.7	12.2	1.7	2.6	7.1	9.6	80.7	.2	1.2	3.1	95.5
CAPITAL	100.0	22.8	1.4	3.5	15.9	1.8	4.6	7.7	10.5	77.2	.1	1.0	2.8	96.1
CASAVIVA	100.0	20.3	1.6	3.8	13.1	1.7	2.7	7.3	10.3	79.7	.2	1.2	2.7	95.8
100 COSE	100.0	18.1	1.2	3.7	11.7	1.5	2.0	6.4	9.7	81.9	.2	1.4	2.4	95.9
CONSIGLI PRATICI	100.0	14.6	1.5	3.2	9.0	.9	2.1	5.1	7.4	85.4	.1	1.4	2.4	96.1
CORTO MALTESE	100.0	12.7	.7	1.9	9.7	.4	3.4	5.6	3.8	87.3	.2	.8	2.1	97.0
COSMOPOLITAN	100.0	19.0	1.4	3.6	12.7	1.3	2.8	6.7	9.5	81.0	.3	1.4	2.2	96.1
LA CUCINA ITALIANA	100.0	18.2	1.3	3.4	12.1	1.4	2.9	5.9	9.4	81.8	.1	1.2	2.6	96.0
DONNAPIU'	100.0	18.6	1.4	3.8	12.2	1.2	2.5	6.5	9.7	81.4	.3	1.2	2.3	96.2
ESPANSIONE	100.0	25.0	1.6	6.2	16.1	1.0	5.0	6.7	13.2	75.0	.2	.8	2.3	96.8
FOTOGRAFARE	100.0	22.1	1.5	4.2	15.1	1.3	3.8	7.4	10.9	77.9	.2	1.3	3.2	95.3
GARDENIA	100.0	21.7	2.1	5.1	12.7	1.8	3.1	7.2	11.4	78.3	.1	1.1	2.6	96.2
GENTE MONEY	100.0	21.4	1.6	4.0	14.1	1.6	4.0	7.2	10.1	78.6	.2	1.0	2.5	96.2
GENTE MOTORI	100.0	17.3	1.3	3.0	11.8	1.1	3.3	6.0	8.0	82.7	.2	1.4	2.8	95.6
GENTE VIAGGI	100.0	19.9	1.3	3.7	13.5	1.4	3.0	6.8	10.1	80.1	.2	1.0	2.6	96.2
GIOIELLI	100.0	18.7	1.5	3.8	12.1	1.3	1.9	7.1	9.7	81.3	.2	1.3	2.5	96.0
INSIEME	100.0	14.2	1.2	2.6	8.9	1.6	1.9	6.2	6.1	85.8	.3	1.5	3.2	95.0
JESUS	100.0	18.8	1.5	3.7	12.1	1.6	3.4	5.9	9.5	81.2	.1	1.0	1.6	97.4
LEI	100.0	20.1	1.4	4.1	13.1	1.5	2.2	6.9	11.1	79.9	.1	1.2	2.2	96.5
LINUS	100.0	22.8	1.7	4.0	15.3	1.8	3.3	7.9	11.6	77.2	.1	1.3	2.9	95.7
MADRE	100.0	17.4	1.3	3.4	11.2	1.4	1.5	5.8	10.2	82.6	.1	.9	2.2	96.8
MANI DI FATA	100.0	16.9	1.2	3.1	11.0	1.5	1.6	6.6	8.7	83.1	.2	1.3	2.9	95.7
MAX	100.0	20.1	1.3	3.9	13.8	1.2	2.9	7.5	9.8	79.9	.3	1.4	2.3	96.0
MESSAGGERO DI S.ANTONIO	100.0	12.8	1.0	2.3	8.3	1.2	1.6	4.4	6.8	87.2	.1	1.0	2.9	96.0
LA MIA CASA	100.0	15.5	1.7	2.6	10.0	1.1	2.1	5.3	8.1	84.5	.4	1.3	3.0	95.4
MILLEIDEE	100.0	18.1	1.4	3.4	11.8	1.4	2.0	6.7	9.4	81.9	.2	1.3	2.6	95.9
MODA	100.0	16.7	1.2	3.4	10.7	1.4	1.9	6.0	8.7	83.3	.3	1.3	2.8	95.7
MOTOCICLISMO	100.0	13.9	1.1	2.5	9.5	.9	3.9	4.6	5.3	86.1	.3	1.7	2.9	95.2
MUSIC	100.0	15.2	1.1	3.1	10.0	1.0	2.2	5.4	7.6	84.8	.5	2.3	2.5	94.7
NATURA OGGI	100.0	17.7	1.6	3.1	11.7	1.3	3.2	6.4	8.1	82.3	.1	1.2	2.2	96.5
PESCARRE	100.0	19.2	1.3	3.9	13.1	.8	3.7	6.4	9.1	80.8	.1	1.0	2.7	96.2
PHOTO ITALIANA	100.0	17.6	1.5	3.8	11.3	1.0	4.0	6.1	7.4	82.4	.2	1.2	2.8	95.8
IL PIACERE	100.0	23.0	1.4	3.7	16.2	1.7	3.3	7.3	12.5	77.0	.2	1.0	2.5	96.3
PLAYMEN	100.0	15.6	1.1	2.9	10.6	.9	5.2	4.7	5.7	84.4	.2	1.6	2.5	95.7
PM	100.0	20.1	1.5	3.5	13.7	1.4	3.2	7.0	10.0	79.9	.2	1.3	2.6	95.9
QUATTORRUOTE	100.0	18.4	1.4	3.2	12.5	1.3	3.5	6.4	8.5	81.6	.2	1.4	2.9	95.4
QUI TOURING	100.0	23.0	1.6	3.1	15.8	2.5	4.2	6.9	11.9	77.0	.1	1.0	2.1	96.8
RAKAM	100.0	18.6	1.4	3.7	12.1	1.4	1.9	7.1	9.6	81.4	.2	1.3	2.7	95.8
ROCKSTAR	100.0	13.6	.9	2.3	10.0	.5	3.9	4.0	5.8	86.4	.4	2.8	2.1	94.7
SALVE	100.0	19.4	1.4	3.7	12.7	1.5	2.5	6.6	10.3	80.6	.2	1.2	2.4	96.1
SCIENZA 2000	100.0	19.7	1.3	2.9	14.7	.9	3.0	8.2	8.6	80.3	.3	1.8	3.2	94.7
SCIENZA E VITA NUOVA	100.0	24.5	1.7	4.6	16.3	1.9	4.2	7.7	12.5	75.5	.1	1.8	1.8	96.3
LE SCIENZE	100.0	22.4	1.5	3.4	15.7	1.8	4.7	6.9	10.7	77.6	.1	1.2	2.6	96.2
SELEZIONE DAL R.DIGEST	100.0	18.5	1.5	3.2	12.2	1.6	2.7	6.4	9.4	81.5	.1	1.1	2.7	96.1
STARBENE	100.0	18.8	1.4	3.7	12.3	1.4	2.4	6.5	9.8	81.2	.2	1.2	2.6	96.0
STORIA ILLUSTRATA	100.0	18.0	1.6	2.9	11.8	1.6	4.2	5.5	8.3	82.0	.2	1.5	2.0	96.4
SUPER GOL	100.0	15.5	1.2	2.6	10.5	1.2	4.1	4.6	6.7	84.5	.2	1.3	3.1	95.4
IL TENNIS ITALIANO	100.0	19.2	1.8	3.3	12.6	1.4	5.2	6.4	7.5	80.8	.2	1.4	2.9	95.5
TUTTO CUCINA	100.0	15.7	1.4	3.3	9.9	1.1	1.9	5.6	8.2	84.3	.3	1.3	2.7	95.7
TUTTO MAGLIA	100.0	15.0	1.3	3.1	9.5	1.2	1.6	5.7	7.7	85.0	.3	1.3	3.1	95.3
TUTTO MOTO	100.0	16.1	1.3	3.0	10.8	1.0	3.7	5.4	7.1	83.9	.4	1.3	3.0	95.4
TUTTO MUSICA & SPETTACOLO	100.0	18.9	1.5	4.1	11.8	1.5	2.3	7.2	9.4	81.1	.3	1.8	2.4	95.4
TUTTO TURISMO	100.0	18.3	1.4	3.5	12.1	1.3	2.8	6.5	9.1	81.7	.2	1.3	2.6	95.9
TUTTO UNCINETTO	100.0	15.7	1.2	3.3	9.9	1.3	1.5	6.0	8.1	84.3	.3	1.4	2.9	95.3
VELA E MOTORE	100.0	20.9	1.3	3.1	14.1	2.3	5.1	6.1	9.7	79.1	.1	.5	3.3	96.1
VITAL	100.0	19.3	1.2	4.2	13.0	1.1	1.9	7.5	10.0	80.7	.3	1.2	1.7	96.8
WEEKEND	100.0	25.3	2.1	4.9	16.7	1.7	4.7	7.9	12.7	74.7	.1	.8	2.1	97.0
ZOOM	100.0	18.8	1.4	2.1	13.6	1.7	7.3	5.7	5.7	81.2	.1	1.5	5.1	93.3
DIANA (Quindicinale)	100.0	13.6	1.1	3.0	8.7	.9	2.9	4.7	6.1	86.4	.1	1.2	2.5	96.2

Adulti

Lettori ultimo periodo

analisi secondo: ● possesso di una macchina fotografica a pellicola tradizionale

(percentuali di penetrazione)

	Totale	POSSES-SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES-SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	57.8	4.8	9.1	36.0	8.0	12.9	16.1	28.8	42.2	1.3	4.0	4.0	90.7
PERIODICI	100.0	68.8	5.6	11.0	43.5	8.7	15.9	19.4	33.5	31.2	1.6	4.8	4.1	89.6
SETTIMANALI	100.0	69.0	5.6	11.1	43.6	8.8	15.7	19.6	33.8	31.0	1.6	4.9	4.0	89.5
ALBO BLITZ.....	100.0	72.8	6.7	12.5	44.5	9.1	19.5	17.4	36.0	27.2	1.8	5.5	5.0	87.7
AMICA.....	100.0	79.2	6.9	12.3	50.0	9.9	14.0	22.6	42.5	20.8	1.6	5.1	3.7	89.7
ANNA.....	100.0	74.3	6.2	11.4	47.2	9.4	12.5	21.6	40.2	25.7	1.5	4.9	3.7	90.0
AUTOSPRINT.....	100.0	77.1	6.9	14.6	47.5	8.1	22.6	19.4	35.1	22.9	1.9	6.0	4.4	87.7
BELLA.....	100.0	72.9	5.8	11.3	46.5	9.3	11.4	21.9	39.7	27.1	1.3	4.6	3.5	90.7
CIAO 2001.....	100.0	82.2	7.3	15.3	49.2	10.4	12.8	19.0	50.4	17.8	1.9	6.2	5.6	86.3
CONFIDENZE.....	100.0	70.7	5.7	10.8	44.0	10.2	10.9	20.9	38.9	29.3	1.2	4.1	3.6	91.0
DOLLY.....	100.0	76.4	6.8	13.3	43.6	12.7	7.3	17.3	51.8	23.6	1.5	5.0	5.8	87.7
DOMENICA DEL CORRIERE.....	100.0	68.3	5.4	10.2	43.9	8.8	20.3	18.8	29.2	31.7	1.3	4.0	3.5	91.2
DOMENICA QUIZ.....	100.0	78.6	6.8	12.1	50.2	9.4	21.1	20.7	36.7	21.4	1.6	5.1	3.9	89.4
EPOCA.....	100.0	77.9	6.1	11.3	50.6	10.0	24.6	20.7	32.7	22.1	1.6	4.3	3.5	90.6
L'ESPRESSO.....	100.0	78.3	6.7	13.0	50.0	8.5	24.8	20.6	32.9	21.7	2.0	5.5	4.2	88.3
EUROPEO.....	100.0	78.2	6.5	12.3	50.2	9.2	26.3	20.2	31.7	21.8	1.8	4.9	3.8	89.4
EVA EXPRESS.....	100.0	70.5	5.9	11.1	44.4	9.1	13.6	20.0	36.9	29.5	1.4	4.7	3.7	90.3
FAMIGLIA CRISTIANA.....	100.0	65.7	5.2	10.1	41.8	8.6	14.4	18.6	32.7	34.3	1.1	3.6	3.7	91.6
GENTE.....	100.0	71.9	5.7	10.8	45.8	9.5	16.3	20.1	35.5	28.1	1.4	4.3	3.7	90.5
GIOIA.....	100.0	74.4	6.2	11.6	46.7	9.8	11.8	21.2	41.4	25.6	1.4	4.9	3.8	89.9
IL GIORNALINO.....	100.0	77.0	5.6	12.1	49.1	10.2	14.3	22.2	40.5	23.0	1.3	4.0	3.8	90.9
GRAND HOTEL.....	100.0	64.0	5.4	10.2	39.4	9.1	11.9	18.2	34.0	36.0	1.3	4.3	4.0	90.3
GRAZIA.....	100.0	76.8	6.5	11.6	49.0	9.8	13.6	21.9	41.4	23.2	1.5	4.7	3.7	90.0
GUERIN SPORTIVO.....	100.0	77.5	6.7	13.9	47.5	9.3	20.8	19.0	37.8	22.5	1.9	5.2	5.2	87.7
GUIDA CUCINA.....	100.0	76.8	6.8	12.4	47.6	9.9	13.8	23.4	39.5	23.2	1.7	4.9	3.8	89.6
GUIDA TV.....	100.0	71.0	5.8	11.2	44.4	9.6	16.2	19.2	35.6	29.0	1.4	4.3	4.0	90.3
INTIMITA'.....	100.0	72.2	5.7	10.9	45.8	9.8	12.2	21.6	38.4	27.8	1.1	4.1	3.3	91.5
INTREPIDO.....	100.0	72.9	6.3	12.6	44.9	9.0	18.2	18.6	36.1	27.1	1.8	5.2	4.9	88.1
IL MONDO.....	100.0	86.3	7.7	15.3	55.1	8.2	32.9	22.2	31.2	13.7	2.2	5.4	3.1	89.3
MONDO ECONOMICO.....	100.0	83.5	7.0	13.4	54.1	9.0	33.6	20.3	29.5	16.5	1.8	5.3	3.0	89.9
IL MONELLO.....	100.0	74.0	6.4	12.9	45.8	8.9	18.3	19.0	36.6	26.0	1.9	5.4	4.9	87.9
NOVELLA 2000.....	100.0	68.4	5.7	11.1	42.8	8.9	13.7	19.2	35.6	31.6	1.4	4.6	3.7	90.2
OGGI.....	100.0	72.4	5.7	11.1	46.2	9.3	17.2	20.4	34.7	27.6	1.4	4.3	3.7	90.5
ONDA TV.....	100.0	69.4	6.0	11.4	42.4	9.7	14.3	19.0	36.1	30.6	1.5	4.4	4.3	89.8
PANORAMA.....	100.0	80.8	7.0	13.7	51.4	8.6	24.2	21.4	35.1	19.2	1.9	5.3	4.1	88.7
RADIOCORRIERE TV.....	100.0	70.8	5.8	10.8	45.0	9.3	17.7	18.8	34.3	29.2	1.5	4.5	4.1	89.9
RAGAZZA IN.....	100.0	74.7	6.5	12.3	44.1	11.8	7.4	17.4	49.9	25.3	1.4	4.5	6.0	88.2
ROMBO.....	100.0	73.8	6.5	13.8	46.1	7.4	20.5	17.5	35.8	26.2	2.1	6.4	5.3	86.2
SORRISI E CANZONI TV.....	100.0	70.2	6.1	11.7	43.2	9.3	14.0	19.2	37.0	29.8	1.5	4.7	4.3	89.5
STARTER.....	100.0	70.2	6.4	12.6	43.5	7.6	17.4	16.0	36.8	29.8	1.9	6.6	5.5	86.1
STOP.....	100.0	63.6	5.0	9.4	40.7	8.6	13.2	17.7	32.8	36.4	1.0	3.7	3.5	91.9
TELESETTE.....	100.0	72.3	6.2	11.9	44.7	9.5	16.4	19.4	36.5	27.7	1.5	4.6	4.2	89.7
TOPOLINO.....	100.0	78.9	6.8	13.2	49.5	9.4	16.8	21.2	40.9	21.1	1.7	5.0	4.3	89.0

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso io	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	57.8	4.8	9.1	36.0	8.0	12.9	16.1	28.8	42.2	1.3	4.0	4.0	90.7
MENSILI	100.0	75.2	6.5	12.7	47.4	8.6	18.5	20.9	35.8	24.8	2.0	5.7	4.1	88.2
ABITARE.....	100.0	81.8	6.9	13.7	52.8	8.3	24.1	22.3	35.3	18.2	1.9	4.5	3.7	89.8
AD.....	100.0	86.7	8.0	14.4	55.7	8.5	24.4	23.5	38.8	13.3	2.2	5.1	3.9	88.8
AIRONE.....	100.0	84.6	6.8	14.3	55.0	8.5	23.1	22.5	39.0	15.4	1.7	5.1	3.8	89.4
ALTA FEDELTA'.....	100.0	80.5	7.1	14.6	49.3	9.5	18.6	19.2	42.7	19.5	2.0	5.6	5.3	87.1
ASTRA.....	100.0	80.8	7.2	12.9	50.5	10.2	16.8	20.4	43.6	19.2	1.8	5.9	4.2	88.1
ATLANTE.....	100.0	80.8	6.8	12.9	52.4	8.6	21.1	22.2	37.5	19.2	1.8	4.7	4.0	89.5
AUTO CAPITAL.....	100.0	80.7	7.1	14.4	50.9	8.2	24.4	20.3	35.9	19.3	2.0	6.1	4.0	87.9
L'AUTOMOBILE.....	100.0	77.1	6.5	12.5	49.2	8.9	23.1	21.0	33.0	22.9	1.6	4.6	3.8	90.0
BENISSIMO.....	100.0	76.4	6.6	12.0	47.3	10.6	9.6	22.6	44.2	23.6	1.5	5.0	4.0	89.5
BRAVA CASA.....	100.0	79.4	6.7	13.2	49.9	9.6	16.8	24.9	37.7	20.6	1.9	4.8	3.5	89.8
CAPITAL.....	100.0	83.6	7.3	14.5	53.5	8.3	28.0	22.8	32.9	16.4	2.0	5.4	3.4	89.3
CASAVIVA.....	100.0	82.8	6.9	14.0	52.3	9.5	19.6	25.0	38.2	17.2	1.8	4.8	3.4	90.1
100 COSE.....	100.0	80.7	7.8	13.5	49.2	10.2	10.8	19.9	50.0	19.3	1.8	5.9	4.7	87.7
CONSIGLI PRATICI.....	100.0	64.8	5.3	10.3	41.1	8.1	11.7	20.5	32.5	35.2	1.2	4.5	3.4	90.9
CORTO MALTESE.....	100.0	76.7	7.0	13.4	47.6	8.6	25.2	17.1	34.3	23.3	2.5	6.3	5.7	85.5
COSMOPOLITAN.....	100.0	80.9	7.4	13.5	51.2	8.9	16.6	21.2	43.2	19.1	1.8	6.0	3.9	88.3
LA CUCINA ITALIANA.....	100.0	75.1	6.1	11.5	47.7	9.9	16.9	21.6	36.6	24.9	1.4	4.5	3.5	90.7
DONNAPIU'.....	100.0	79.1	6.8	13.1	49.8	9.4	14.2	22.4	42.5	20.9	1.6	5.4	3.6	89.4
ESPANSIONE.....	100.0	83.6	8.1	15.8	52.5	7.3	31.0	23.9	28.7	16.4	2.9	5.0	2.6	89.4
FOTOGRAFARE.....	100.0	86.1	7.9	15.1	53.8	9.3	28.3	21.7	38.2	13.9	1.9	5.5	3.7	88.8
GARDENIA.....	100.0	81.8	6.2	12.7	54.6	8.2	20.4	23.2	38.2	18.2	1.5	4.9	3.6	89.9
GENTE MONEY.....	100.0	85.9	7.4	14.9	54.9	8.8	27.3	23.2	35.4	14.1	1.8	5.2	3.3	89.7
GENTE MOTORI.....	100.0	76.9	6.6	13.5	48.5	8.4	22.1	20.0	34.9	23.1	1.8	5.1	4.2	88.9
GENTE VIAGGI.....	100.0	80.3	7.1	14.3	50.7	8.2	22.7	21.1	36.5	19.7	1.8	5.6	3.8	88.8
GIOIELLI.....	100.0	78.1	6.4	11.9	49.5	10.2	11.0	23.6	43.5	21.9	1.4	4.9	3.5	90.2
INSIEME.....	100.0	77.7	7.1	15.3	46.7	8.7	15.7	26.4	35.7	22.3	2.2	5.1	3.8	88.9
JESUS.....	100.0	75.0	5.8	10.2	49.7	9.4	18.8	21.6	34.6	25.0	1.0	3.8	3.4	91.7
LEI.....	100.0	82.2	7.7	13.8	51.1	9.7	12.3	20.9	48.9	17.8	1.8	5.8	4.1	88.3
LINUS.....	100.0	85.6	7.6	14.9	54.4	8.8	20.5	21.4	43.7	14.4	1.9	5.6	4.3	88.2
MADRE.....	100.0	70.4	5.2	10.8	45.7	8.8	13.0	20.9	36.5	29.6	1.0	3.8	3.2	92.0
MANI DI FATA.....	100.0	68.6	5.6	10.3	42.6	10.1	9.0	20.7	38.9	31.4	1.2	4.4	3.9	90.5
MAX.....	100.0	83.6	8.0	14.8	51.4	9.5	18.8	19.3	45.5	16.4	2.1	6.5	4.9	86.5
MESSAGGERO DI S.ANTONIO.....	100.0	61.1	5.0	9.6	37.1	9.3	12.3	16.6	32.2	38.9	1.2	3.8	4.1	90.9
LA MIA CASA.....	100.0	69.1	5.5	11.7	43.3	8.6	17.0	20.7	31.4	30.9	1.2	4.3	3.3	91.2
MILLEIDEE.....	100.0	75.8	6.2	11.8	47.8	10.0	10.8	22.8	42.3	24.2	1.4	4.8	3.6	90.2
MODA.....	100.0	72.3	6.6	11.8	44.5	9.4	12.2	19.3	40.8	27.7	1.6	5.2	4.4	88.8
MOTOCICLISMO.....	100.0	74.3	6.3	13.1	46.3	8.5	17.2	18.4	38.7	25.7	1.7	5.0	4.9	88.4
MUSIC.....	100.0	78.0	7.2	13.6	45.1	12.1	10.3	16.7	51.1	22.0	1.6	5.1	5.7	87.5
NATURA OGGI.....	100.0	84.0	6.6	14.4	54.5	8.6	22.3	23.4	38.4	16.0	1.4	4.3	3.5	90.8
PESCARE.....	100.0	83.4	7.0	14.4	53.7	8.2	27.8	21.1	34.4	16.6	1.4	4.5	3.2	90.8
PHOTO ITALIANA.....	100.0	82.2	6.2	14.5	50.3	9.3	23.0	20.7	38.5	17.8	2.3	5.4	4.1	88.2
IL PIACERE.....	100.0	84.4	7.7	14.8	53.1	8.9	23.4	21.9	39.1	15.6	2.1	5.8	3.9	88.2
PLAYMEN.....	100.0	78.9	6.3	13.0	50.5	9.2	26.0	19.4	33.6	21.1	1.8	5.0	4.1	89.1
PM.....	100.0	85.8	8.0	15.6	53.3	8.9	23.2	22.1	40.5	14.2	2.1	6.0	4.3	87.7
QUATTORRUOTE.....	100.0	76.4	6.7	13.2	48.2	8.3	23.6	19.9	32.9	23.6	1.9	5.2	4.2	88.7
QUI TOURING.....	100.0	87.0	7.0	13.9	56.9	9.3	27.3	23.3	36.4	13.0	1.7	4.5	3.2	90.6
RAKAM.....	100.0	75.2	6.0	11.4	48.4	9.3	11.0	23.9	40.2	24.8	1.5	4.9	3.5	90.1
ROCKSTAR.....	100.0	83.2	7.3	15.0	49.9	11.0	13.6	18.1	51.5	16.8	1.9	5.9	5.7	86.5
SALVE.....	100.0	77.8	6.8	12.8	49.2	9.0	17.9	21.4	38.4	22.2	1.9	5.6	3.8	88.7
SCIENZA 2000.....	100.0	73.6	5.3	11.9	45.8	10.5	18.7	16.3	38.6	26.4	1.6	5.1	5.4	87.9
SCIENZA E VITA NUOVA.....	100.0	85.2	6.7	13.1	55.3	10.0	20.3	22.1	42.8	14.8	1.7	4.5	4.0	89.8
LE SCIENZE.....	100.0	81.3	6.6	14.1	51.8	8.8	25.0	20.4	35.9	18.7	2.1	5.1	4.2	88.6
SELEZIONE DAL R.DIGEST.....	100.0	78.3	6.3	12.2	50.1	9.7	19.5	21.9	37.0	21.7	1.5	4.4	3.7	90.4
STARBENE.....	100.0	77.2	6.6	12.5	49.0	9.0	17.1	21.5	38.6	22.8	1.8	5.4	3.6	89.3
STORIA ILLUSTRATA.....	100.0	74.7	5.9	11.1	49.1	8.6	24.1	20.1	30.5	25.3	1.6	4.4	4.1	90.0
SUPER GOL.....	100.0	72.2	6.0	12.3	44.5	9.4	18.2	17.8	36.2	27.8	1.7	4.5	5.2	88.6
IL TENNIS ITALIANO.....	100.0	77.7	6.1	12.9	49.0	9.7	21.9	19.0	36.8	22.3	2.2	4.7	4.9	88.2
TUTTO CUCINA.....	100.0	69.3	5.9	10.9	42.9	9.6	12.6	20.3	36.4	30.7	1.4	4.5	3.7	90.3
TUTTO MAGLIA.....	100.0	62.8	5.1	9.7	38.6	9.4	8.9	18.9	35.0	37.2	1.2	4.4	3.9	90.5
TUTTO MOTO.....	100.0	78.1	6.6	14.2	48.2	9.1	17.0	18.8	42.3	21.9	1.7	5.1	5.1	88.1
TUTTO MUSICA & SPETTACOLO.....	100.0	79.9	7.1	13.8	47.5	11.5	10.2	18.7	51.0	20.1	1.6	4.8	5.5	88.0
TUTTO TURISMO.....	100.0	76.6	6.8	13.2	48.0	8.6	21.6	19.8	35.2	23.4	1.6	5.1	4.1	89.2
TUTTO UNCINETTO.....	100.0	68.0	5.8	10.5	41.6	10.0	8.9	20.7	38.4	32.0	1.2	4.2	3.8	90.7
VELA E MOTORE.....	100.0	85.9	7.0	11.6	56.3	11.0	24.7	21.6	39.6	14.1	1.3	3.9	3.8	90.9
VITAL.....	100.0	85.5	8.2	14.4	53.8	9.1	13.7	20.2	51.6	14.5	2.0	6.0	4.1	87.9
WEEKEND.....	100.0	92.7	8.8	15.3	56.0	12.5	25.7	24.5	42.5	7.3	1.8	4.3	3.0	90.9
ZOOM.....	100.0	93.0	10.2	20.3	55.0	7.5	33.0	22.7	37.3	7.0	2.4	5.4	3.5	88.7
DIANA (Quindicinale).....	100.0	70.4	6.6	11.9	44.0	7.8	21.7	19.6	29.1	29.6	1.5	3.9	4.2	90.4

Uomini

Lettori ultimo periodo

analisi secondo: ● possesso di una macchina fotografica a pellicola tradizionale

(percentuali di penetrazione)

	Totale	POSSES-SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES-SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	59.0	4.9	9.7	37.5	6.9	20.3	15.2	23.5	41.0	1.5	4.1	4.2	90.2
PERIODICI	100.0	70.0	5.7	11.6	45.0	7.7	24.6	17.7	27.7	30.0	1.9	4.9	4.3	88.9
SETTIMANALI	100.0	70.1	5.6	11.8	44.8	7.9	24.6	17.9	27.7	29.9	2.0	4.8	4.2	89.0
ALBO BLITZ.....	100.0	72.5	6.7	12.4	44.4	8.9	20.6	16.8	35.0	27.5	1.8	5.5	5.1	87.5
AMICA.....	100.0	78.9	6.8	13.6	50.1	8.4	30.2	19.6	29.1	21.1	1.8	5.0	4.0	89.2
ANNA.....	100.0	74.3	6.3	12.5	47.8	7.7	29.1	18.7	26.5	25.7	1.8	4.8	3.9	89.5
AUTOSPRINT.....	100.0	76.9	6.8	15.0	47.3	7.8	24.9	18.6	33.3	23.1	2.0	6.0	4.6	87.4
BELLA.....	100.0	71.1	5.6	12.1	45.7	7.8	26.1	18.2	26.8	28.9	1.5	4.2	3.7	90.6
CIAO 2001.....	100.0	81.7	6.8	16.2	49.7	9.0	17.8	19.9	44.1	18.3	2.2	6.8	5.6	85.4
CONFIDENZE.....	100.0	69.2	5.2	10.8	44.4	8.8	23.8	17.7	27.7	30.8	1.4	3.6	3.5	91.5
DOLLY.....	100.0	74.5	6.4	12.9	45.5	9.8	11.7	17.5	45.3	25.5	1.7	4.9	5.9	87.6
DOMENICA DEL CORRIERE.....	100.0	69.0	5.3	10.6	44.9	8.2	27.2	18.5	23.3	31.0	1.5	4.0	3.5	91.0
DOMENICA QUIZ.....	100.0	77.3	6.4	12.4	49.9	8.6	28.3	18.8	30.2	22.7	1.8	5.0	4.0	89.2
EPOCA.....	100.0	78.2	6.0	11.7	51.1	9.3	33.2	19.8	25.2	21.8	1.7	4.3	3.4	90.6
L'ESPRESSO.....	100.0	77.8	6.7	13.6	49.6	7.9	31.8	19.1	27.0	22.2	2.1	5.4	4.4	88.2
EUROPEO.....	100.0	78.4	6.5	12.9	50.2	8.8	32.1	19.1	27.2	21.6	1.9	5.0	3.9	89.2
EVA EXPRESS.....	100.0	71.9	5.9	12.5	46.0	7.6	25.3	18.2	28.4	28.1	1.8	5.1	3.9	89.2
FAMIGLIA CRISTIANA.....	100.0	66.5	5.3	10.6	43.1	7.6	22.8	17.7	26.0	33.5	1.3	3.5	3.6	91.6
GENTE.....	100.0	72.7	5.6	11.7	47.0	8.5	26.8	18.5	27.4	27.3	1.7	4.4	4.0	90.0
GIOIA.....	100.0	73.9	6.4	12.2	47.3	8.1	25.7	18.8	29.4	26.1	1.7	4.6	4.0	89.7
IL GIORNALINO.....	100.0	76.0	6.1	11.9	48.8	9.3	21.0	19.4	35.6	24.0	1.6	3.2	4.3	91.0
GRAND HOTEL.....	100.0	62.9	5.2	10.2	40.1	7.4	19.7	16.2	27.1	37.1	1.5	4.3	4.2	90.0
GRAZIA.....	100.0	76.5	6.4	12.5	49.0	8.6	28.8	19.5	28.2	23.5	1.7	4.5	3.7	90.1
GUERIN SPORTIVO.....	100.0	77.1	6.7	14.0	47.5	9.0	22.2	18.8	36.1	22.9	1.9	5.2	5.2	87.8
GUIDA CUCINA.....	100.0	76.7	6.7	13.4	48.9	7.7	30.6	19.4	26.7	23.3	1.9	4.8	4.0	89.3
GUIDA TV.....	100.0	70.8	5.6	11.4	45.1	8.6	23.0	17.8	29.9	29.2	1.6	4.3	4.0	90.1
INTIMITA'.....	100.0	72.9	5.6	11.5	47.5	8.3	26.2	18.8	27.9	27.1	1.4	3.9	3.3	91.5
INTREPIDO.....	100.0	72.4	6.3	12.7	44.9	8.5	20.5	17.6	34.2	27.6	1.9	5.2	5.1	87.8
IL MONDO.....	100.0	86.2	7.8	15.9	54.6	7.9	37.8	21.2	27.1	13.8	2.1	5.4	3.0	89.4
MONDO ECONOMICO.....	100.0	83.3	6.9	13.6	54.4	8.4	38.8	19.5	25.0	16.7	1.9	5.2	2.8	90.2
IL MONELLO.....	100.0	73.6	6.5	13.2	45.9	8.1	22.3	18.0	33.3	26.4	2.0	5.3	5.1	87.5
NOVELLA 2000.....	100.0	68.9	5.6	11.7	43.9	7.7	23.2	17.3	28.4	31.1	1.7	4.5	4.1	89.6
OGGI.....	100.0	72.7	5.6	11.7	47.1	8.2	27.7	18.8	26.2	27.3	1.7	4.3	3.8	90.2
ONDA TV.....	100.0	69.3	6.0	11.9	43.0	8.5	20.9	17.3	31.1	30.7	1.7	4.3	4.3	89.7
PANORAMA.....	100.0	80.6	7.1	14.5	51.1	7.9	31.6	20.0	29.0	19.4	2.0	5.3	4.2	88.5
RADIOCORRIERE TV.....	100.0	71.4	5.8	11.4	45.7	8.5	24.5	17.6	29.2	28.6	1.7	4.6	4.2	89.5
RAGAZZA IN.....	100.0	74.1	6.2	12.7	46.0	9.2	12.6	17.1	44.4	25.9	1.5	3.9	5.5	89.1
ROMBO.....	100.0	73.5	6.5	13.9	46.0	7.1	21.5	17.3	34.7	26.5	2.2	6.4	5.4	86.0
SORRISI E CANZONI TV.....	100.0	70.1	6.0	12.4	43.8	7.8	21.3	17.7	31.1	29.9	1.8	4.7	4.6	89.0
STARTER.....	100.0	70.0	6.4	12.7	43.3	7.5	18.0	15.6	36.4	30.0	1.9	6.6	5.6	86.0
STOP.....	100.0	66.3	5.2	10.2	43.0	7.9	22.7	17.2	26.4	33.7	1.3	3.8	3.3	91.5
TELESETTE.....	100.0	72.5	6.3	12.4	45.4	8.3	22.8	17.9	31.7	27.5	1.7	4.8	4.3	89.1
TOPOLINO.....	100.0	78.7	6.8	13.6	49.7	8.6	23.6	19.1	36.0	21.3	1.7	4.8	4.6	88.9

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso to	deciso insieme	deciso altri		certa- mente sì	probabil- mente sì	non so	no
TOTALE	100.0	59.0	4.9	9.7	37.5	6.9	20.3	15.2	23.5	41.0	1.5	4.1	4.2	90.2
MENSILI	100.0	75.2	6.6	13.4	48.0	7.2	27.6	17.9	29.7	24.8	2.2	5.7	4.2	87.9
ABITARE	100.0	83.3	7.3	15.2	53.6	7.3	35.6	21.4	26.3	16.7	2.2	4.5	3.8	89.5
AD	100.0	87.5	8.0	16.5	55.4	7.7	36.5	21.1	29.9	12.5	2.2	5.1	4.1	88.6
AIRONE	100.0	83.7	6.7	15.1	53.9	8.0	31.6	20.9	31.2	16.3	1.8	5.0	3.8	89.4
ALTA FEDELTA'	100.0	81.5	7.2	15.3	49.8	9.2	20.3	19.1	42.0	18.5	2.1	5.9	5.4	86.6
ASTRA	100.0	79.3	6.7	14.0	49.9	8.7	28.6	18.7	32.1	20.7	2.1	5.6	4.4	87.9
ATLANTE	100.0	80.5	7.0	12.9	52.6	8.0	28.7	20.7	31.0	19.5	1.8	4.4	4.2	89.6
AUTO CAPITAL	100.0	80.7	7.1	14.8	50.7	8.0	27.1	19.8	33.8	19.3	2.0	6.2	4.0	87.7
L'AUTOMOBILE	100.0	76.6	6.5	12.7	49.1	8.3	27.9	20.0	28.7	23.4	1.7	4.6	3.8	89.9
BENISSIMO	100.0	76.4	6.7	13.1	47.7	8.9	20.2	18.0	38.1	23.6	1.8	4.9	5.0	88.2
BRAVA CASA	100.0	81.5	7.0	15.4	51.8	7.3	35.9	20.3	25.2	18.5	1.9	4.9	3.4	89.8
CAPITAL	100.0	84.1	7.3	15.3	53.7	7.7	35.9	21.2	27.0	15.9	2.0	5.4	3.3	89.3
CASAVIVA	100.0	82.7	7.1	15.5	52.7	7.5	36.6	21.3	24.8	17.3	1.9	4.6	3.1	90.3
100 COSE	100.0	80.4	7.0	14.4	50.4	8.5	20.4	19.6	40.4	19.6	1.8	5.3	5.2	87.7
CONSIGLI PRATICI	100.0	69.8	6.2	12.3	45.2	6.1	23.9	20.3	25.5	30.2	2.2	3.2	2.9	91.6
CORTO MALTESE	100.0	76.4	7.4	13.3	47.2	8.5	28.4	17.9	30.1	23.6	3.0	6.5	4.5	86.0
COSMOPOLITAN	100.0	79.8	6.8	14.0	50.8	8.1	27.2	19.7	32.9	20.2	2.0	5.6	4.3	88.1
LA CUCINA ITALIANA	100.0	75.2	6.0	11.4	49.0	8.9	29.3	19.3	26.6	24.8	1.6	3.9	3.6	91.0
DONNAPIU'	100.0	77.7	6.9	14.2	48.9	7.7	29.1	19.6	29.0	22.3	1.7	5.3	4.0	89.1
ESPANSIONE	100.0	84.3	8.5	16.9	52.1	6.7	38.0	23.1	23.2	15.7	2.6	4.8	2.6	90.1
FOTOGRAFARE	100.0	85.9	8.0	15.7	53.6	8.6	33.5	20.1	32.2	14.1	2.1	5.6	3.8	88.5
GARDENIA	100.0	80.7	6.3	11.8	55.3	7.3	33.1	21.0	26.6	19.3	1.6	4.1	3.1	91.3
GENTE MONEY	100.0	85.8	7.4	15.4	54.8	8.2	35.5	21.7	28.6	14.2	1.8	5.1	3.1	89.9
GENTE MOTORI	100.0	76.7	6.6	13.7	48.5	7.9	25.1	19.3	32.3	23.3	1.8	5.0	4.3	88.8
GENTE VIAGGI	100.0	79.7	7.0	15.1	49.9	7.6	29.6	19.8	30.3	20.3	1.9	5.5	3.8	88.8
GIOIELLI	100.0	76.6	6.3	12.2	49.2	8.9	24.1	19.1	33.3	23.4	1.8	4.2	4.2	89.8
INSIEME	100.0	76.9	7.1	16.7	47.2	5.9	32.6	20.4	23.8	23.1	1.8	5.2	3.5	89.5
JESUS	100.0	73.2	5.8	9.5	49.1	8.8	27.0	19.3	26.9	26.8	1.0	3.3	3.2	92.5
LEI	100.0	80.4	7.5	13.6	50.8	8.6	21.2	20.3	38.9	19.6	1.7	5.1	4.5	88.7
LINUS	100.0	85.0	7.4	16.3	53.4	7.9	27.5	20.3	37.1	15.0	2.0	5.7	4.2	88.2
MADRE	100.0	68.9	5.3	11.7	44.7	7.1	23.7	18.7	26.4	31.1	1.3	3.0	2.8	92.8
MANI DI FATA	100.0	69.7	6.1	11.9	44.2	7.5	26.1	18.1	25.5	30.3	1.6	4.5	4.0	89.9
MAX	100.0	83.1	8.1	15.7	50.1	9.2	23.0	19.4	40.7	16.9	2.2	6.7	5.0	86.1
MESSAGGERO DI S.ANTONIO	100.0	62.8	5.2	9.7	40.0	7.8	21.6	16.7	24.5	37.2	1.5	3.5	4.0	90.9
LA MIA CASA	100.0	73.3	5.7	14.2	46.6	6.7	30.5	19.8	23.0	26.7	1.4	4.3	3.3	90.9
MILLEIDEE	100.0	76.6	6.3	12.9	49.1	8.3	25.2	19.2	32.2	23.4	1.6	4.6	4.3	89.5
MODA	100.0	70.8	6.3	12.1	44.4	7.9	21.5	17.7	31.6	29.2	1.7	4.9	4.7	88.8
MOTOCICLISMO	100.0	74.0	6.2	13.2	46.1	8.4	17.9	18.0	38.0	26.0	1.7	4.9	5.0	88.4
MUSIC	100.0	77.2	6.8	13.6	45.8	10.9	13.6	17.1	46.5	22.8	1.6	5.4	5.9	87.1
NATURA OGGI	100.0	84.0	6.2	15.6	54.6	7.6	30.7	22.4	31.0	16.0	1.4	4.4	3.4	90.8
PESCARE	100.0	83.2	7.0	14.6	53.7	8.0	30.0	20.4	32.8	16.8	1.5	4.4	3.3	90.8
PHOTO ITALIANA	100.0	82.2	8.6	14.8	49.4	9.3	26.8	19.5	35.9	17.8	2.5	5.4	4.2	87.9
IL PIACERE	100.0	84.3	7.7	16.2	52.2	8.2	32.7	19.7	31.9	15.7	2.2	6.0	4.3	87.6
PLAYMEN	100.0	78.9	6.3	13.1	50.5	9.1	27.1	19.0	32.8	21.1	1.9	5.0	4.2	89.0
PM	100.0	85.2	8.2	16.7	52.1	8.2	30.5	20.8	33.9	14.8	2.2	6.1	4.4	87.3
QUATTORRUOTE	100.0	76.0	6.6	13.5	48.1	7.8	26.8	19.1	30.1	24.0	1.9	5.1	4.3	88.6
QUI TOURING	100.0	86.9	6.8	15.3	56.0	8.8	37.7	21.6	27.6	13.1	1.8	4.9	3.1	90.3
RAKAM	100.0	74.4	6.0	11.5	49.3	7.6	28.9	19.2	26.2	25.6	1.9	4.1	3.9	90.1
ROCKSTAR	100.0	82.2	7.2	15.3	49.3	10.4	16.5	18.6	47.2	17.8	1.9	6.1	5.9	86.1
SALVE	100.0	76.5	6.7	13.7	48.3	7.9	30.0	19.0	27.5	23.5	1.9	5.5	4.0	88.6
SCIENZA 2000	100.0	72.4	5.0	11.4	46.1	9.9	22.6	14.9	34.9	27.6	1.6	5.0	5.6	87.8
SCIENZA E VITA NUOVA	100.0	84.0	7.1	13.1	54.2	9.7	26.7	20.9	36.5	16.0	1.5	4.2	4.4	89.9
LE SCIENZE	100.0	80.8	6.6	15.2	50.7	8.3	30.9	19.5	30.5	19.2	2.2	5.2	4.2	88.3
SELEZIONE DAL R.DIGEST	100.0	78.1	6.2	12.6	50.7	8.5	29.0	20.4	28.7	21.9	1.7	4.3	3.7	90.3
STARBENE	100.0	76.6	6.5	13.5	48.8	7.7	29.2	18.8	28.5	23.4	1.8	5.1	3.9	89.3
STORIA ILLUSTRATA	100.0	74.5	5.9	11.2	49.0	8.4	29.0	19.1	26.4	25.5	1.6	4.4	4.3	89.7
SUPER GOL	100.0	72.2	6.0	12.3	44.7	9.2	19.2	17.7	35.3	27.8	1.7	4.4	5.3	88.6
IL TENNIS ITALIANO	100.0	77.3	6.0	12.8	48.9	9.6	24.4	17.8	35.0	22.7	2.3	4.5	5.2	88.0
TUTTO CUCINA	100.0	68.8	5.4	11.4	44.4	7.6	25.2	17.7	25.9	31.2	1.6	4.4	3.9	90.1
TUTTO MAGLIA	100.0	65.5	5.9	10.8	41.1	7.7	22.2	16.2	27.2	34.5	1.7	5.0	4.5	88.8
TUTTO MOTO	100.0	77.8	6.5	14.3	48.1	8.8	18.3	18.4	41.1	22.2	1.7	5.0	5.3	88.0
TUTTO MUSICA & SPETTACOLO	100.0	79.0	7.0	13.9	48.2	10.0	13.4	18.5	47.2	21.0	1.8	4.5	5.6	88.2
TUTTO TURISMO	100.0	75.7	6.8	13.5	47.7	7.7	27.5	19.1	29.0	24.3	1.7	5.0	4.0	89.3
TUTTO UNCINETTO	100.0	69.5	5.8	11.8	43.9	8.1	22.1	17.4	30.0	30.5	1.6	4.5	4.4	89.5
VELA E MOTORE	100.0	86.3	6.9	11.9	56.6	10.9	29.3	20.7	36.3	13.7	1.5	3.9	3.7	90.9
VITAL	100.0	85.2	8.1	15.2	53.6	8.4	21.5	21.0	42.8	14.8	1.6	5.6	4.3	88.5
WEEKEND	100.0	93.1	9.8	15.3	55.4	12.7	32.9	23.7	36.5	6.9	2.2	4.2	2.9	90.8
ZOOM	100.0	92.8	10.4	20.6	55.0	6.9	35.7	22.5	34.6	7.2	2.4	5.4	3.1	89.1
DIANA (Quindicinale)	100.0	70.1	6.8	11.9	44.4	7.1	24.9	19.1	26.0	29.9	1.6	3.7	4.3	90.3

Donne

Lettori ultimo periodo

analisi secondo: ● possesso di una macchina fotografica a pellicola tradizionale

(percentuali di penetrazione)

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	56.7	4.7	8.5	34.5	9.0	6.0	16.9	33.8	43.3	1.1	3.9	3.8	91.2
PERIODICI	100.0	67.8	5.5	10.4	42.2	9.7	7.7	21.0	39.0	32.2	1.2	4.7	3.9	90.2
SETTIMANALI	100.0	68.1	5.6	10.5	42.5	9.5	7.7	21.0	39.3	31.9	1.2	4.9	3.9	90.0
ALBO BLITZ.....	100.0	75.9	6.7	13.0	45.6	10.5	9.4	22.4	44.1	24.1	1.6	5.8	3.7	89.0
AMICA.....	100.0	79.2	6.9	12.0	50.0	10.3	9.9	23.4	45.9	20.8	1.5	5.1	3.6	89.9
ANNA.....	100.0	74.2	6.2	11.1	47.1	9.8	9.2	22.1	42.9	25.8	1.4	4.9	3.6	90.1
AUTOSPRINT.....	100.0	78.3	7.0	12.7	48.7	10.0	9.4	23.7	45.2	21.7	1.6	5.6	3.4	89.4
BELLA.....	100.0	73.2	5.8	11.2	46.7	9.5	9.0	22.5	41.8	26.8	1.2	4.6	3.4	90.7
CIAO 2001.....	100.0	82.7	7.8	14.3	48.7	11.9	7.2	18.0	57.6	17.3	1.6	5.4	5.6	87.4
CONFIDENZE.....	100.0	71.0	5.9	10.8	43.9	10.5	8.1	21.6	41.3	29.0	1.1	4.3	3.7	90.9
DOLLY.....	100.0	76.9	6.9	13.5	43.1	13.5	6.2	17.3	53.5	23.1	1.4	5.1	5.8	87.7
DOMENICA DEL CORRIERE.....	100.0	66.9	5.4	9.5	42.2	9.9	8.3	19.3	39.2	33.1	1.1	4.0	3.5	91.4
DOMENICA QUIZ.....	100.0	80.4	7.4	11.7	50.7	10.6	10.6	23.5	46.3	19.6	1.3	5.2	3.8	89.7
EPOCA.....	100.0	77.6	6.3	10.7	49.6	11.1	10.3	22.2	45.0	22.4	1.3	4.4	3.6	90.7
L'ESPRESSO.....	100.0	79.2	6.7	12.0	50.9	9.6	11.1	23.7	44.4	20.8	1.9	5.6	3.9	88.5
EUROPEO.....	100.0	77.7	6.7	10.8	49.9	10.2	10.8	23.1	43.8	22.3	1.7	4.8	3.7	89.8
EVA EXPRESS.....	100.0	69.9	6.0	10.4	43.7	9.8	8.5	20.8	40.6	30.1	1.2	4.5	3.6	90.8
FAMIGLIA CRISTIANA.....	100.0	65.0	5.0	9.7	40.7	9.6	7.0	19.3	38.7	35.0	1.0	3.7	3.7	91.6
GENTE.....	100.0	71.3	5.8	10.2	45.0	10.2	8.7	21.3	41.3	28.7	1.2	4.3	3.6	90.9
GIOIA.....	100.0	74.4	6.2	11.5	46.6	10.2	8.5	21.7	44.2	25.6	1.4	4.9	3.7	90.0
IL GIORNALINO.....	100.0	78.0	5.3	12.3	49.5	10.9	8.5	24.6	44.9	22.0	1.0	4.7	3.4	90.9
GRAND HOTEL.....	100.0	64.8	5.6	10.1	38.9	10.1	6.8	19.5	38.5	35.2	1.2	4.3	3.9	90.6
GRAZIA.....	100.0	76.9	6.5	11.4	49.0	10.1	9.6	22.5	44.9	23.1	1.5	4.8	3.7	90.0
GUERIN SPORTIVO.....	100.0	80.4	6.8	13.4	47.9	12.3	8.2	20.6	51.6	19.6	1.6	5.9	4.9	87.6
GUIDA CUCINA.....	100.0	76.8	6.9	12.1	47.3	10.6	9.2	24.5	43.1	23.2	1.7	4.9	3.7	89.7
GUIDA TV.....	100.0	71.4	5.9	11.0	43.7	10.8	8.2	20.8	42.3	28.6	1.2	4.2	4.0	90.6
INTIMITA'.....	100.0	72.1	5.7	10.8	45.4	10.2	8.7	22.3	41.1	27.9	1.0	4.1	3.3	91.5
INTREPIDO.....	100.0	74.9	6.5	12.6	44.9	10.9	8.6	22.6	43.7	25.1	1.5	5.5	3.9	89.1
IL MONDO.....	100.0	86.7	7.7	12.7	57.1	9.2	11.3	26.3	49.1	13.3	2.4	5.4	3.4	88.9
MONDO ECONOMICO.....	100.0	84.3	7.1	12.5	53.0	11.8	10.3	24.1	50.0	15.7	1.8	5.4	4.2	88.6
IL MONELLO.....	100.0	75.0	6.3	12.2	45.7	10.7	8.9	21.6	44.5	25.0	1.5	5.4	4.3	88.8
NOVELLA 2000.....	100.0	68.2	5.7	10.7	42.2	9.5	8.5	20.2	39.5	31.8	1.2	4.7	3.5	90.6
OGGI.....	100.0	72.1	5.8	10.6	45.5	10.2	8.7	21.8	41.6	27.9	1.2	4.4	3.6	90.8
ONDA TV.....	100.0	69.5	5.9	11.0	41.8	10.9	7.6	20.7	41.2	30.5	1.3	4.5	4.3	89.9
PANORAMA.....	100.0	81.0	6.9	12.1	52.1	9.9	10.6	24.0	46.4	19.0	1.8	5.2	3.9	89.2
RADIOCORRIERE TV.....	100.0	70.1	5.7	10.0	44.1	10.3	8.4	20.3	41.3	29.9	1.3	4.4	4.0	90.4
RAGAZZA IN.....	100.0	74.9	6.6	12.2	43.5	12.7	5.5	17.5	52.0	25.1	1.4	4.7	6.1	87.8
ROMBO.....	100.0	77.2	7.1	12.2	47.8	10.1	8.6	19.6	48.9	22.8	1.8	6.1	4.0	88.1
SORRISI E CANZONI TV.....	100.0	70.3	6.1	11.1	42.6	10.6	7.6	20.5	42.2	29.7	1.3	4.7	4.1	89.9
STARTER.....	100.0	73.5	5.9	12.4	46.3	9.0	8.6	21.6	43.2	26.5	1.3	6.5	4.3	87.9
STOP.....	100.0	62.1	4.9	8.9	39.4	9.0	7.7	18.0	36.5	37.9	.8	3.6	3.6	92.0
TELESETTE.....	100.0	72.0	6.2	11.1	43.7	11.0	8.1	21.3	42.6	28.0	1.3	4.3	4.0	90.4
TOPOLINO.....	100.0	79.2	6.8	12.7	49.2	10.5	8.7	23.8	46.7	20.8	1.6	5.2	4.0	89.2

Lettori ultimo periodo

analisi secondo: ● possesso di una macchina fotografica a pellicola tradizionale

(percentuali di penetrazione)

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	56.7	4.7	8.5	34.5	9.0	6.0	16.9	33.8	43.3	1.1	3.9	3.8	91.2
MENSILI	100.0	75.2	6.5	12.0	46.7	10.1	9.2	23.9	42.2	24.8	1.7	5.6	4.1	88.5
ABITARE.....	100.0	80.0	6.6	12.1	51.8	9.5	11.2	23.3	45.4	20.0	1.6	4.5	3.7	90.2
AD.....	100.0	85.9	8.1	12.4	56.0	9.4	12.1	26.0	47.8	14.1	2.2	5.1	3.8	88.9
AIRONE.....	100.0	85.8	6.9	13.3	56.4	9.1	12.1	24.5	49.2	14.2	1.6	5.2	3.7	89.5
ALTA FEDELTA'.....	100.0	75.0	6.4	10.9	46.3	11.4	8.9	19.5	46.6	25.0	1.3	4.4	4.8	89.6
ASTRA.....	100.0	81.4	7.4	12.5	50.8	10.8	11.8	21.1	48.5	18.6	1.7	6.0	4.2	88.1
ATLANTE.....	100.0	81.1	6.6	13.0	52.1	9.4	10.6	24.2	46.3	18.9	1.8	5.2	3.8	89.2
AUTO CAPITAL.....	100.0	80.9	7.3	12.2	51.7	9.7	9.1	23.2	48.6	19.1	1.9	5.5	4.0	88.6
L'AUTOMOBILE.....	100.0	78.6	6.5	11.8	49.7	10.6	9.4	24.0	45.2	21.4	1.3	4.7	3.7	90.3
BENISSIMO.....	100.0	76.4	6.6	11.9	47.3	10.7	8.9	22.9	44.6	23.6	1.5	5.0	3.9	89.6
BRAVA CASA.....	100.0	78.6	6.6	12.4	49.3	10.3	10.2	26.4	42.0	21.4	1.9	4.8	3.5	89.8
CAPITAL.....	100.0	82.7	7.3	12.6	53.2	9.6	10.3	26.3	46.1	17.3	1.9	5.4	3.5	89.2
CASAVIVA.....	100.0	82.8	6.9	13.1	52.1	10.6	10.8	26.9	45.1	17.2	1.7	4.9	3.5	90.0
100 COSE.....	100.0	80.8	8.0	13.3	48.9	10.5	8.7	20.0	52.1	19.2	1.8	6.0	4.6	87.6
CONSIGLI PRATICI.....	100.0	63.5	5.0	9.8	40.0	8.6	8.6	20.6	34.4	36.5	.9	4.8	3.5	90.8
CORTO MALTESE.....	100.0	77.2	6.4	13.5	48.6	8.7	18.9	15.5	42.8	22.8	1.6	5.9	8.1	84.5
COSMOPOLITAN.....	100.0	81.4	7.6	13.3	51.3	9.2	11.9	21.9	47.7	18.6	1.8	6.2	3.7	88.4
LA CUCINA ITALIANA.....	100.0	75.1	6.1	11.5	47.0	10.4	10.1	22.9	42.1	24.9	1.3	4.8	3.4	90.5
DONNAPIU'.....	100.0	79.4	6.8	12.9	50.0	9.7	11.3	22.9	45.1	20.6	1.6	5.5	3.5	89.4
ESPANSIONE.....	100.0	81.8	7.0	12.6	53.4	8.7	11.4	26.2	44.1	18.2	3.9	5.8	2.8	87.4
FOTOGRAFARE.....	100.0	86.9	7.5	13.2	54.6	11.7	10.5	26.8	49.6	13.1	1.5	5.2	3.5	89.8
GARDENIA.....	100.0	82.7	6.2	13.4	54.0	9.0	10.2	25.0	47.5	17.3	1.5	5.6	4.1	88.8
GENTE MONEY.....	100.0	86.2	7.5	13.9	55.0	9.9	11.1	26.3	48.8	13.8	1.8	5.4	3.6	89.3
GENTE MOTORI.....	100.0	77.9	6.8	12.4	48.2	10.5	9.1	23.0	45.8	22.1	1.5	5.1	3.8	89.6
GENTE VIAGGI.....	100.0	81.2	7.2	12.8	52.0	9.3	10.9	23.2	47.1	18.8	1.8	5.7	3.7	88.9
GIOIELLI.....	100.0	78.2	6.4	11.9	49.5	10.4	9.5	24.1	44.6	21.8	1.3	4.9	3.4	90.3
INSIEME.....	100.0	78.0	7.1	14.7	46.5	9.7	9.6	28.5	40.0	22.0	2.4	5.1	3.9	88.6
JESUS.....	100.0	77.0	5.8	11.0	50.3	10.0	10.0	24.0	43.0	23.0	1.0	4.4	3.6	90.9
LEI.....	100.0	82.6	7.8	13.8	51.1	9.9	10.4	21.1	51.1	17.4	1.8	6.0	4.0	88.2
LINUS.....	100.0	86.5	7.8	12.9	55.7	10.1	10.6	23.0	52.9	13.5	1.8	5.4	4.4	88.3
MADRE.....	100.0	71.3	5.2	10.3	46.1	9.6	7.6	22.0	41.6	28.7	.9	4.2	3.4	91.6
MANI DI FATA.....	100.0	68.5	5.6	10.2	42.4	10.3	7.6	20.9	40.1	31.5	1.2	4.4	3.9	90.5
MAX.....	100.0	84.5	7.8	13.1	53.6	9.9	11.2	19.1	54.2	15.5	1.9	6.3	4.6	87.3
MESSAGGERO DI S.ANTONIO.....	100.0	59.9	4.9	9.6	35.1	10.3	5.9	16.6	37.4	40.1	1.0	4.0	4.2	90.9
LA MIA CASA.....	100.0	66.4	5.4	10.1	41.2	9.7	8.2	21.3	36.9	33.6	1.1	4.2	3.3	91.4
MILLEIDEE.....	100.0	75.8	6.2	11.7	47.7	10.2	9.3	23.1	43.3	24.2	1.4	4.9	3.6	90.2
MODA.....	100.0	73.0	6.7	11.7	44.5	10.0	8.3	20.0	44.7	27.0	1.6	5.4	4.2	88.8
MOTOCICLISMO.....	100.0	77.4	7.2	12.6	48.3	9.3	9.7	22.1	45.5	22.6	1.6	5.8	4.0	88.6
MUSIC.....	100.0	79.1	7.8	13.5	44.2	13.6	6.1	16.2	56.7	20.9	1.7	4.9	5.4	88.0
NATURA OGGI.....	100.0	84.1	7.0	12.9	54.4	9.8	11.6	24.7	47.8	15.9	1.4	4.2	3.6	90.8
PESCARE.....	100.0	84.4	7.2	13.3	53.9	10.0	10.4	26.5	47.5	15.6	1.2	5.3	2.8	90.6
PHOTO ITALIANA.....	100.0	82.4	7.1	13.7	52.5	9.1	12.9	24.1	45.4	17.6	1.9	5.4	3.9	88.9
IL PIACERE.....	100.0	84.7	7.8	12.9	54.4	9.7	11.4	24.8	48.5	15.3	2.0	5.6	3.4	88.9
PLAYMEN.....	100.0	78.5	6.4	12.0	49.3	10.9	11.1	23.8	43.5	21.5	1.1	5.0	3.2	90.7
PM.....	100.0	86.8	7.8	14.0	55.2	9.8	12.2	24.2	50.4	13.2	2.1	5.8	4.0	88.1
QUATTORRUOTE.....	100.0	78.0	6.9	12.2	48.6	10.3	9.6	23.2	45.3	22.0	1.6	5.4	3.7	89.3
QUI TOURING.....	100.0	87.1	7.2	11.7	58.1	10.0	11.7	25.8	49.5	12.9	1.4	4.0	3.4	91.1
RAKAM.....	100.0	75.2	6.0	11.4	48.3	9.5	9.2	24.4	41.6	24.8	1.5	5.0	3.4	90.1
ROCKSTAR.....	100.0	85.4	7.5	14.4	51.1	12.5	6.9	17.0	61.5	14.6	1.8	5.6	5.1	87.5
SALVE.....	100.0	78.5	6.8	12.2	49.7	9.7	10.5	22.9	45.1	21.5	1.8	5.7	3.7	88.8
SCIENZA 2000.....	100.0	76.6	6.2	13.3	45.1	12.0	9.3	19.7	47.6	23.4	1.6	5.2	5.1	88.2
SCIENZA E VITA NUOVA.....	100.0	86.9	6.2	13.0	57.1	10.6	10.4	23.9	52.6	13.1	1.9	4.9	3.5	89.7
LE SCIENZE.....	100.0	82.5	6.5	11.4	54.6	10.0	10.3	22.8	49.4	17.5	1.7	4.8	4.3	89.2
SELEZIONE DAL R.DIGEST.....	100.0	78.6	6.5	11.7	49.5	10.9	9.2	23.5	46.0	21.4	1.3	4.6	3.7	90.5
STARBENE.....	100.0	77.6	6.7	12.0	49.2	9.8	10.3	23.0	44.3	22.4	1.8	5.5	3.5	89.2
STORIA ILLUSTRATA.....	100.0	75.3	6.0	10.9	49.4	9.0	10.6	23.0	41.6	24.7	1.4	4.4	3.5	90.7
SUPER GOL.....	100.0	73.0	6.6	11.8	43.0	11.6	8.2	19.7	45.1	27.0	1.4	5.2	4.5	88.9
IL TENNIS ITALIANO.....	100.0	79.4	6.4	13.1	49.6	10.3	11.5	23.7	44.3	20.6	1.8	5.5	3.7	89.1
TUTTO CUCINA.....	100.0	69.5	6.0	10.7	42.4	10.3	8.1	21.2	40.2	30.5	1.3	4.6	3.7	90.4
TUTTO MAGLIA.....	100.0	62.4	5.0	9.5	38.3	9.6	6.9	19.4	36.2	37.6	1.1	4.3	3.8	90.8
TUTTO MOTO.....	100.0	80.0	7.0	13.8	48.7	10.5	9.3	21.3	49.4	20.0	1.6	5.8	4.2	88.4
TUTTO MUSICA & SPETTACOLO.....	100.0	80.7	7.3	13.6	46.8	13.1	7.0	18.8	54.8	19.3	1.5	5.1	5.5	87.9
TUTTO TURISMO.....	100.0	78.2	6.6	12.8	48.6	10.2	10.1	21.0	47.1	21.8	1.4	5.4	4.1	89.1
TUTTO UNCINETTO.....	100.0	67.8	5.8	10.3	41.4	10.3	7.2	21.1	39.4	32.2	1.2	4.2	3.7	90.9
VELA E MOTORE.....	100.0	84.6	7.2	10.6	55.4	11.4	9.7	24.5	50.5	15.4	.7	3.9	4.1	91.2
VITAL.....	100.0	85.7	8.3	14.1	53.9	9.4	10.4	19.9	55.4	14.3	2.2	6.2	4.0	87.7
WEEKEND.....	100.0	92.0	7.2	15.4	57.1	12.3	13.1	25.8	53.0	8.0	1.2	4.5	3.4	90.9
ZOOM.....	100.0	94.1	8.3	17.4	55.6	12.8	9.1	24.1	60.9	5.9	2.1	6.0	6.7	85.2
DIANA (Quindicinale).....	100.0	71.4	5.9	11.9	42.4	11.2	7.7	21.5	42.2	28.6	1.2	4.6	3.4	90.8

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● possesso di una macchina fotografica a pellicola tradizionale

(percentuali di penetrazione)

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	51.5	3.8	7.1	33.1	7.5	7.4	17.3	26.8	48.5	1.0	3.3	3.0	92.7
PERIODICI	100.0	64.3	4.6	9.4	41.7	8.7	9.6	22.4	32.3	35.7	1.2	4.1	3.2	91.5
SETTIMANALI	100.0	63.9	4.7	9.4	41.5	8.4	9.4	22.4	32.1	36.1	1.1	4.3	3.1	91.5
ALBO BLITZ.....	100.0	69.2	4.3	11.7	42.4	10.8	22.3	20.1	26.8	30.8	1.5	7.4	3.5	87.6
AMICA.....	100.0	76.5	5.8	11.3	49.6	9.8	10.7	26.2	39.5	23.5	1.3	4.5	2.9	91.4
ANNA.....	100.0	71.0	5.3	10.3	46.4	9.0	9.9	24.6	36.6	29.0	1.3	4.4	2.9	91.5
AUTOSPRINT.....	100.0	74.8	5.1	13.2	46.8	9.7	19.8	23.6	31.4	25.2	1.6	5.7	2.9	89.7
BELLA.....	100.0	70.3	5.1	10.5	45.9	8.8	9.4	24.9	36.0	29.7	1.1	4.3	2.8	91.8
CIAO 2001.....	100.0	70.0	4.6	12.5	42.5	10.4	18.1	22.0	29.9	30.0	1.5	7.5	3.0	88.1
CONFIDENZE.....	100.0	67.4	5.0	9.7	43.2	9.5	8.9	23.7	34.9	32.6	.9	3.8	3.1	92.2
DOLLY.....	100.0	70.5	6.1	10.4	44.2	9.7	9.1	24.7	36.6	29.5	1.3	4.6	2.4	91.7
DOMENICA DEL CORRIERE.....	100.0	62.6	4.4	8.4	40.8	9.1	11.7	19.5	31.4	37.4	1.0	3.2	3.0	92.8
DOMENICA QUIZ.....	100.0	77.5	6.4	10.9	50.3	10.0	15.8	25.0	36.7	22.5	1.3	5.1	2.9	90.7
EPOCA.....	100.0	73.7	5.0	9.7	48.4	10.6	14.9	23.5	35.4	26.3	1.2	3.5	2.8	92.4
L'ESPRESSO.....	100.0	75.2	5.2	11.3	50.0	8.8	16.1	25.5	33.7	24.8	2.1	5.2	3.2	89.6
EUROPEO.....	100.0	73.5	5.1	9.9	48.6	9.9	17.1	23.5	32.9	26.5	1.7	4.2	3.2	90.9
EVA EXPRESS.....	100.0	65.9	5.1	9.4	42.6	8.9	9.8	22.9	33.2	34.1	1.0	4.3	2.8	91.9
FAMIGLIA CRISTIANA.....	100.0	60.3	3.9	8.4	39.8	8.2	8.6	19.9	31.7	39.7	.8	3.0	3.1	93.2
GENTE.....	100.0	67.4	5.0	9.1	44.0	9.3	10.5	22.7	34.1	32.6	1.1	3.7	2.9	92.3
GIOIA.....	100.0	70.6	5.2	10.4	45.8	9.1	9.0	24.6	36.9	29.4	1.1	4.3	2.9	91.8
IL GIORNALINO.....	100.0	76.4	4.4	11.4	51.4	9.3	11.4	28.2	36.8	23.6	.8	4.1	2.5	92.5
GRAND HOTEL.....	100.0	60.5	4.8	8.7	38.3	8.7	7.8	21.2	31.5	39.5	1.0	3.9	3.0	92.1
GRAZIA.....	100.0	73.2	5.4	10.4	48.1	9.3	10.5	25.3	37.3	26.8	1.3	4.1	2.9	91.8
GUERIN SPORTIVO.....	100.0	74.4	4.6	12.2	46.6	10.9	23.7	21.7	29.1	25.6	1.7	4.9	3.3	90.1
GUIDA CUCINA.....	100.0	74.2	6.2	11.3	47.1	9.5	10.1	27.2	36.8	25.8	1.6	4.5	2.9	90.9
GUIDA TV.....	100.0	66.2	4.8	9.5	42.5	9.3	11.1	22.7	32.5	33.8	1.1	3.8	3.0	92.2
INTIMITA'.....	100.0	69.0	5.1	9.8	44.8	9.3	9.6	24.0	35.4	31.0	.8	3.8	2.8	92.7
INTREPIDO.....	100.0	71.0	5.2	11.2	44.6	10.0	13.8	24.4	32.7	29.0	1.5	5.5	3.0	89.9
IL MONDO.....	100.0	82.3	5.4	12.9	55.2	8.9	22.5	25.8	34.0	17.7	2.3	4.4	2.7	90.6
MONDO ECONOMICO.....	100.0	79.7	5.6	11.0	52.6	10.5	22.6	25.5	31.6	20.3	1.7	4.4	3.0	90.9
IL MONELLO.....	100.0	71.0	5.1	11.5	44.8	9.6	12.7	24.6	33.6	29.0	1.5	5.4	3.1	90.0
NOVELLA 2000.....	100.0	63.8	4.9	9.6	40.8	8.4	10.2	21.9	31.7	36.2	1.1	4.4	2.7	91.8
OGGI.....	100.0	68.6	5.0	9.6	44.7	9.3	10.7	23.4	34.5	31.4	1.2	3.8	2.9	92.2
ONDA TV.....	100.0	65.6	4.8	9.8	42.0	8.9	10.1	23.6	31.9	34.4	1.2	4.3	2.7	91.8
PANORAMA.....	100.0	77.5	5.5	11.5	51.3	9.2	15.2	26.1	36.2	22.5	1.8	4.5	3.1	90.5
RADIOCORRIERE TV.....	100.0	65.6	4.7	8.7	43.1	9.2	11.3	21.6	32.8	34.4	1.1	3.8	3.1	92.0
RAGAZZA IN.....	100.0	69.4	5.6	10.2	44.7	8.9	8.6	25.6	35.2	30.6	1.0	4.9	2.5	91.6
ROMBO.....	100.0	67.2	4.1	12.1	40.8	10.2	23.0	18.7	25.5	32.8	1.7	7.5	3.1	87.7
SORRISI E CANZONI TV.....	100.0	66.2	5.1	9.7	42.4	9.1	9.2	23.2	33.8	33.8	1.1	4.1	2.9	91.9
STARTER.....	100.0	61.7	2.9	11.7	36.0	11.1	25.5	15.2	21.0	38.3	1.7	10.2	3.3	84.8
STOP.....	100.0	57.2	4.2	7.7	37.2	8.1	8.8	19.1	29.4	42.8	.7	3.3	2.9	93.1
TELESETTE.....	100.0	68.8	5.2	10.1	43.8	9.6	10.8	23.9	34.0	31.2	1.2	4.0	3.0	91.9
TOPOLINO.....	100.0	76.8	5.6	12.3	49.8	9.1	11.5	28.5	36.8	23.2	1.4	4.9	2.7	91.0

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● possesso di una macchina fotografica a pellicola tradizionale

(percentuali di penetrazione)

	Totale	POSSES- SORI	ANNO D'ACQUISTO				INFLUENZA D'ACQUISTO			NON POSSES- SORI	INTENZIONE D'ACQUISTO			
			1985/ 1986	1983/ 1984	prima del 1983	non ricordo	deciso lo	deciso insieme	deciso altri		certa- mente si	probabil- mente si	non so	no
TOTALE	100.0	51.5	3.8	7.1	33.1	7.5	7.4	17.3	26.8	48.5	1.0	3.3	3.0	92.7
MENSILI	100.0	73.0	5.3	11.7	46.8	9.2	11.8	25.7	35.5	27.0	1.6	5.0	3.5	89.9
ABITARE.....	100.0	76.4	5.2	11.4	51.0	8.8	14.7	25.3	36.5	23.6	1.8	3.7	3.2	91.3
AD.....	100.0	82.3	5.7	12.4	55.4	8.8	17.1	27.5	37.6	17.7	2.4	4.2	3.3	90.0
AIRONE.....	100.0	83.2	5.4	13.4	55.9	8.5	16.6	28.6	37.9	16.8	1.5	4.7	3.0	90.7
ALTA FEDELTA'.....	100.0	67.7	3.9	9.7	42.5	11.6	21.5	17.6	28.6	32.3	1.2	5.0	2.7	91.1
ASTRA.....	100.0	77.4	5.7	11.9	49.7	10.1	14.6	25.8	37.0	22.6	1.7	6.2	3.4	88.8
ATLANTE.....	100.0	78.3	5.2	12.9	51.5	8.8	14.9	26.6	36.8	21.7	1.7	4.4	3.3	90.6
AUTO CAPITAL.....	100.0	75.6	5.3	12.4	49.1	8.8	19.4	24.6	31.6	24.4	2.4	5.8	2.6	89.2
L'AUTOMOBILE.....	100.0	75.9	5.3	11.1	49.6	9.8	14.4	25.5	35.9	24.1	1.3	4.0	2.7	91.9
BENISSIMO.....	100.0	73.5	5.8	11.0	47.3	9.5	9.0	27.0	37.4	26.5	1.2	4.6	2.9	91.2
BRAVA CASA.....	100.0	77.6	6.2	12.4	49.1	9.9	11.4	28.3	37.9	22.4	1.9	4.7	3.2	90.2
CAPITAL.....	100.0	80.5	6.1	12.8	52.2	9.4	17.4	27.6	35.5	19.5	1.9	4.6	2.9	90.5
CASAVIVA.....	100.0	81.8	6.2	13.0	52.5	10.2	12.5	29.4	40.0	18.2	1.7	4.5	3.0	90.7
100 COSE.....	100.0	75.3	6.0	12.0	47.7	9.6	9.7	26.7	38.9	24.7	1.3	4.7	2.8	91.2
CONSIGLI PRATICI.....	100.0	60.3	4.8	8.9	39.4	7.2	9.8	21.5	29.0	39.7	.8	4.5	3.1	91.6
CORTO MALTESE.....	100.0	65.8	4.6	16.2	40.7	4.3	30.4	16.9	18.6	34.2	3.7	6.6	8.9	80.8
COSMOPOLITAN.....	100.0	77.9	5.9	13.5	49.9	8.5	14.8	26.5	36.5	22.1	1.5	6.4	3.1	89.0
LA CUCINA ITALIANA.....	100.0	72.6	5.3	10.7	46.8	9.8	11.9	24.1	36.7	27.4	1.2	4.3	3.0	91.5
DONNAPIU'.....	100.0	76.1	5.3	12.3	49.4	9.1	12.0	26.6	37.5	23.9	1.3	5.3	2.9	90.5
ESPANSIONE.....	100.0	79.0	5.7	12.3	53.5	7.5	18.8	27.1	33.1	21.0	5.3	5.2	2.6	86.9
FOTOGRAFARE.....	100.0	85.5	5.8	13.2	55.6	11.0	18.9	28.9	37.6	14.5	1.5	5.2	2.5	90.8
GARDENIA.....	100.0	81.0	5.0	13.5	54.4	8.1	11.5	28.6	40.9	19.0	1.3	4.9	3.3	90.6
GENTE MONEY.....	100.0	84.7	6.4	14.1	54.6	9.5	16.2	30.5	37.9	15.3	1.9	5.1	2.7	90.3
GENTE MOTORI.....	100.0	75.0	5.4	11.9	48.2	9.5	16.6	24.6	33.8	25.0	1.4	4.3	2.7	91.6
GENTE VIAGGI.....	100.0	77.5	5.4	12.9	50.5	8.8	14.4	26.8	36.3	22.5	1.7	5.4	2.8	90.1
GIOIELLI.....	100.0	75.6	5.7	11.0	49.7	9.2	9.9	27.1	38.7	24.4	1.1	4.5	2.6	91.8
INSIEME.....	100.0	77.0	6.7	15.2	45.9	9.2	10.9	32.0	34.1	23.0	2.5	4.8	3.4	89.4
JESUS.....	100.0	72.4	4.1	9.9	49.9	8.4	12.0	24.5	35.9	27.6	1.0	3.9	2.5	92.6
LEI.....	100.0	77.7	5.8	13.4	49.8	8.7	11.9	26.6	39.2	22.3	1.4	5.3	3.0	90.3
LINUS.....	100.0	84.6	5.8	13.6	55.9	9.3	14.7	28.7	41.2	15.4	1.6	4.8	3.6	90.0
MADRE.....	100.0	69.3	4.2	9.6	46.5	9.0	8.0	23.7	37.6	30.7	.8	3.8	2.8	92.5
MANI DI FATA.....	100.0	65.3	4.9	8.9	42.4	9.1	7.7	22.9	34.6	34.7	1.0	3.6	3.0	92.3
MAX.....	100.0	79.6	5.3	14.5	51.9	8.0	17.4	26.6	35.6	20.4	1.9	7.7	3.1	87.2
MESSAGGERO DI S.ANTONIO.....	100.0	52.9	3.6	7.1	34.5	7.7	7.2	16.7	29.0	47.1	.7	3.1	3.2	93.0
LA MIA CASA.....	100.0	64.6	5.1	9.4	40.7	9.4	9.8	22.7	32.2	35.4	1.1	3.9	3.0	92.0
MILLEIDEE.....	100.0	73.0	5.4	10.8	47.5	9.3	9.5	26.0	37.4	27.0	1.2	4.4	2.9	91.6
MODA.....	100.0	66.7	5.2	10.1	42.7	8.8	9.0	23.1	34.6	33.3	1.2	4.4	2.9	91.5
MOTOCICLISMO.....	100.0	69.7	4.5	12.2	44.0	9.0	19.5	21.3	28.9	30.3	1.6	5.5	3.3	89.6
MUSIC.....	100.0	69.7	5.6	11.8	40.6	11.8	18.0	21.9	29.7	30.3	1.3	7.4	4.6	86.6
NATURA OGGI.....	100.0	81.1	5.0	12.3	54.8	9.1	15.5	28.3	37.3	18.9	1.1	3.5	2.8	92.6
PESCARRE.....	100.0	82.2	5.4	12.1	52.2	12.5	21.8	24.2	36.2	17.8	1.2	4.9	2.6	91.4
PHOTO ITALIANA.....	100.0	75.2	5.3	13.3	48.3	8.3	21.8	23.8	29.6	24.8	2.4	5.4	3.1	89.1
IL PIACERE.....	100.0	81.0	5.5	12.5	53.0	10.0	14.6	29.3	37.1	19.0	2.2	5.0	2.6	90.2
PLAYMEN.....	100.0	73.7	3.9	11.6	45.7	12.4	28.5	18.8	26.4	26.3	1.7	6.3	3.1	88.9
PM.....	100.0	83.7	5.7	14.6	54.5	8.8	18.0	28.2	37.4	16.3	2.1	5.8	3.3	88.8
QUATTORRUOTE.....	100.0	74.2	5.2	11.4	48.0	9.6	16.5	24.3	33.4	25.8	1.5	4.8	2.9	90.8
QUI TOURING.....	100.0	85.5	6.2	11.4	57.8	10.1	16.3	28.4	40.8	14.5	1.4	3.5	3.0	92.2
RAKAM.....	100.0	73.5	5.5	10.8	48.6	8.6	9.4	26.9	37.1	26.5	1.3	4.4	2.9	91.4
ROCKSTAR.....	100.0	73.9	5.0	16.7	40.4	11.8	31.0	19.8	23.1	26.1	1.3	9.7	3.8	85.2
SALVE.....	100.0	76.3	5.7	11.8	49.6	9.2	12.3	26.4	37.6	23.7	1.7	5.2	2.9	90.2
SCIENZA 2000.....	100.0	71.1	3.5	9.0	48.3	10.4	15.1	22.1	33.9	28.9	1.6	4.0	3.3	91.1
SCIENZA E VITA NUOVA.....	100.0	83.1	4.9	12.1	55.9	10.2	15.6	28.1	39.4	16.9	1.3	3.7	2.4	92.6
LE SCIENZE.....	100.0	76.7	5.0	10.5	52.1	9.1	15.5	24.6	36.6	23.3	1.7	4.0	3.5	90.9
SELEZIONE DAL R.DIGEST.....	100.0	75.2	5.4	10.7	49.1	10.0	12.2	25.5	37.5	24.8	1.1	3.8	2.9	92.3
STARBENE.....	100.0	74.5	5.3	11.3	48.8	9.2	12.1	25.9	36.5	25.5	1.6	5.0	2.9	90.6
STORIA ILLUSTRATA.....	100.0	70.6	4.4	9.7	47.8	8.7	16.5	23.1	30.9	29.4	1.4	3.5	3.1	91.9
SUPER GOL.....	100.0	67.6	3.8	10.4	42.7	10.7	19.5	19.3	28.8	32.4	1.6	4.2	3.5	90.7
IL TENNIS ITALIANO.....	100.0	74.1	4.4	11.6	47.9	10.2	18.5	24.8	30.7	25.9	2.3	4.1	3.2	90.5
TUTTO CUCINA.....	100.0	66.5	5.2	9.8	42.1	9.4	9.6	22.8	34.1	33.5	1.2	4.2	2.7	91.8
TUTTO MAGLIA.....	100.0	59.2	4.5	8.4	37.8	8.5	7.1	20.6	31.5	40.8	1.0	4.0	3.1	92.0
TUTTO MOTO.....	100.0	76.6	5.3	14.2	48.2	9.0	18.8	23.8	34.0	23.4	1.6	4.8	2.9	90.8
TUTTO MUSICA & SPETTACOLO.....	100.0	75.1	6.1	12.5	46.6	9.8	12.1	27.1	35.9	24.9	1.3	5.0	2.7	90.9
TUTTO TURISMO.....	100.0	74.1	5.2	12.0	47.9	9.0	13.1	25.4	35.7	25.9	1.4	5.1	2.9	90.6
TUTTO UNCINETTO.....	100.0	64.6	5.3	9.2	40.9	9.2	7.5	22.7	34.4	35.4	1.1	3.9	2.9	92.2
VELA E MOTORE.....	100.0	83.7	6.2	9.4	55.9	12.2	17.1	25.0	41.7	16.3	.7	3.1	3.6	92.7
VITAL.....	100.0	78.2	4.8	12.8	50.3	10.3	13.1	26.7	38.4	21.8	1.8	5.7	2.7	89.8
WEEKEND.....	100.0	90.2	5.0	13.8	60.7	10.7	19.3	29.3	41.6	9.8	1.3	3.9	2.5	92.3
ZOOM.....	100.0	91.0	5.5	18.2	56.9	10.4	35.1	26.2	29.7	9.0	2.1	4.3	2.7	90.9
DIANA (Quindicinale).....	100.0	65.5	4.3	9.1	42.5	9.6	13.2	20.5	31.7	34.5	1.0	3.2	3.2	92.5

Adulti

Lettori ultimo periodo

analisi secondo: ● l'acquisto di alcuni oggetti negli ultimi 12 mesi

(percentuali di penetrazione)

	Totale	orologio	gioielli	polizza assicuraz. non RC	viaggio organizzato
TOTALE	100.0	15.9	5.9	5.5	10.4
PERIODICI	100.0	19.0	7.3	6.7	13.4
SETTIMANALI	100.0	19.2	7.2	6.5	13.7
ALBO BLITZ.....	100.0	21.9	6.9	7.6	14.2
AMICA.....	100.0	19.8	8.9	6.5	16.6
ANNA.....	100.0	18.4	8.1	5.9	15.5
AUTOSPRINT.....	100.0	23.3	10.1	9.5	16.3
BELLA.....	100.0	17.1	6.8	5.4	13.7
CIAO 2001.....	100.0	20.1	6.1	4.4	22.5
CONFIDENZE.....	100.0	16.1	5.6	4.6	11.9
DOLLY.....	100.0	17.6	4.8	2.4	19.2
DOMENICA DEL CORRIERE.....	100.0	18.3	8.2	7.7	12.4
DOMENICA QUIZ.....	100.0	20.9	7.8	7.5	13.5
EPOCA.....	100.0	21.3	10.3	9.2	15.1
L'ESPRESSO.....	100.0	23.7	11.5	10.0	17.0
EUROPEO.....	100.0	22.6	11.2	10.2	16.2
EVA EXPRESS.....	100.0	17.6	7.0	5.8	13.4
FAMIGLIA CRISTIANA.....	100.0	16.0	6.3	5.9	11.5
GENTE.....	100.0	18.3	7.8	6.7	14.2
GIOIA.....	100.0	18.1	7.5	5.4	15.2
IL GIORNALINO.....	100.0	19.3	7.0	6.6	14.3
GRAND HOTEL.....	100.0	16.6	5.4	4.9	10.9
GRAZIA.....	100.0	18.6	8.2	6.1	16.2
GUERIN SPORTIVO.....	100.0	23.3	8.1	7.8	17.2
GUIDA CUCINA.....	100.0	19.4	7.7	6.3	14.1
GUIDA TV.....	100.0	18.5	6.4	6.0	12.8
INTIMITA'.....	100.0	16.2	5.9	5.2	12.2
INTREPIDO.....	100.0	21.5	6.9	7.1	13.9
IL MONDO.....	100.0	27.4	19.1	15.3	17.9
MONDO ECONOMICO.....	100.0	25.7	16.8	13.1	16.9
IL MONELLO.....	100.0	21.5	7.6	7.1	14.8
NOVELLA 2000.....	100.0	17.8	6.9	5.8	13.2
OGGI.....	100.0	18.7	8.3	7.0	14.0
ONDA TV.....	100.0	18.6	6.1	6.1	12.8
PANORAMA.....	100.0	23.5	11.5	9.9	17.6
RADIOCORRIERE TV.....	100.0	19.2	7.4	6.9	14.0
RAGAZZA IN.....	100.0	17.6	4.6	2.7	18.3
ROMBO.....	100.0	23.0	9.7	8.3	17.4
SORRISI E CANZONI TV.....	100.0	18.8	6.7	5.8	13.4
STARTER.....	100.0	22.4	7.4	8.1	16.2
STOP.....	100.0	15.0	5.7	5.1	11.8
TELESETTE.....	100.0	19.4	6.9	6.2	13.1
TOPOLINO.....	100.0	21.4	8.0	7.0	16.0

Lettori ultimo periodo

analisi secondo: ● l'acquisto di alcuni oggetti negli ultimi 12 mesi

(percentuali di penetrazione)

	Totale	orologio	gioielli	polizza assicuraz. non RC	viaggio organizzato
TOTALE	100.0	15.9	5.9	5.5	10.4
MENSILI	100.0	21.5	9.2	8.4	15.8
ABITARE.....	100.0	23.1	12.5	10.7	16.7
AD.....	100.0	24.7	13.4	11.5	20.1
AIRONE.....	100.0	22.5	10.8	9.2	16.3
ALTA FEDELTA'.....	100.0	22.1	7.0	7.0	18.2
ASTRA.....	100.0	21.1	8.4	6.4	18.2
ATLANTE.....	100.0	22.4	10.9	9.1	17.2
AUTO CAPITAL.....	100.0	24.0	13.2	11.5	19.7
L'AUTOMOBILE.....	100.0	21.9	9.8	9.2	14.4
BENISSIMO.....	100.0	18.1	6.6	4.5	14.9
BRAVA CASA.....	100.0	20.9	10.0	8.0	14.2
CAPITAL.....	100.0	25.1	16.0	13.1	18.7
CASAVIVA.....	100.0	21.8	10.7	8.7	14.8
100 COSE.....	100.0	19.3	7.0	4.2	21.0
CONSIGLI PRATICI.....	100.0	15.7	6.2	6.2	11.6
CORTO MALTESE.....	100.0	22.5	11.3	7.9	20.1
COSMOPOLITAN.....	100.0	21.4	9.3	6.9	19.2
LA CUCINA ITALIANA.....	100.0	19.5	8.5	7.1	13.7
DONNAPIU'.....	100.0	20.0	8.0	6.1	16.0
ESPANSIONE.....	100.0	26.6	20.4	16.5	18.1
FOTOGRAFARE.....	100.0	24.6	11.4	10.2	16.1
GARDENIA.....	100.0	21.2	10.8	8.8	16.4
GENTE MONEY.....	100.0	24.0	14.6	12.1	18.1
GENTE MOTORI.....	100.0	22.4	9.4	9.1	15.5
GENTE VIAGGI.....	100.0	23.0	11.4	9.8	17.5
GIOIELLI.....	100.0	18.3	7.2	5.1	15.0
INSIEME.....	100.0	19.3	9.0	7.6	12.7
JESUS.....	100.0	16.6	7.7	6.6	14.2
LEI.....	100.0	20.2	8.4	5.2	21.0
LINUS.....	100.0	23.1	10.3	8.1	20.3
MADRE.....	100.0	15.3	6.6	6.4	10.9
MANI DI FATA.....	100.0	16.0	6.1	4.4	12.1
MAX.....	100.0	23.3	9.2	7.6	22.0
MESSAGGERO DI S.ANTONIO.....	100.0	15.4	5.4	5.1	10.6
LA MIA CASA.....	100.0	19.1	8.4	7.1	11.4
MILLEIDEE.....	100.0	17.9	6.9	5.1	14.5
MODA.....	100.0	18.6	7.1	5.1	15.7
MOTOCICLISMO.....	100.0	21.6	6.9	7.1	16.3
MUSIC.....	100.0	19.6	4.8	3.1	19.3
NATURA OGGI.....	100.0	21.1	9.3	8.4	15.4
PESCARE.....	100.0	22.0	9.7	10.1	13.0
PHOTO ITALIANA.....	100.0	23.3	11.3	9.4	18.3
IL PIACERE.....	100.0	24.3	13.3	10.8	20.2
PLAYMEN.....	100.0	22.9	9.3	9.4	14.6
PM.....	100.0	24.4	11.6	9.6	20.2
QUATTORRUOTE.....	100.0	22.9	9.9	9.6	15.1
QUI TOURING.....	100.0	23.5	13.8	11.3	18.2
RAKAM.....	100.0	19.0	7.8	5.6	14.3
ROCKSTAR.....	100.0	21.1	6.2	4.6	22.6
SALVE.....	100.0	21.5	9.9	7.7	16.6
SCIENZA 2000.....	100.0	19.9	5.4	5.0	16.1
SCIENZA E VITA NUOVA.....	100.0	22.2	9.0	7.4	19.1
LE SCIENZE.....	100.0	23.2	10.7	8.7	18.1
SELEZIONE DAL R.DIGEST.....	100.0	19.8	8.7	7.6	14.9
STARBENE.....	100.0	21.0	9.0	7.2	15.8
STORIA ILLUSTRATA.....	100.0	21.6	10.9	9.2	15.2
SUPER GOL.....	100.0	21.8	6.2	7.0	14.3
IL TENNIS ITALIANO.....	100.0	24.3	10.7	8.8	18.3
TUTTO CUCINA.....	100.0	17.3	6.4	5.2	12.0
TUTTO MAGLIA.....	100.0	15.8	5.5	4.4	10.9
TUTTO MOTO.....	100.0	22.3	7.0	6.9	17.4
TUTTO MUSICA & SPETTACOLO.....	100.0	19.9	5.2	3.8	19.8
TUTTO TURISMO.....	100.0	21.7	9.9	8.7	14.9
TUTTO UNCINETTO.....	100.0	16.1	5.6	4.2	11.0
VELA E MOTORE.....	100.0	21.0	9.2	9.6	16.6
VITAL.....	100.0	22.5	8.5	6.1	23.4
WEEKEND.....	100.0	22.0	13.9	11.2	18.8
ZOOM.....	100.0	26.0	13.3	16.7	17.8
DIANA (Quindicinale).....	100.0	19.3	8.0	8.4	9.9

Uomini

Lettori ultimo periodo

analisi secondo: ● l'acquisto di alcuni oggetti negli ultimi 12 mesi

(percentuali di penetrazione)

	Totale	orologio	gioielli	polizza assicuraz. non RC	viaggio organizzato
TOTALE	100.0	18.6	7.2	7.9	10.5
PERIODICI	100.0	22.0	9.1	9.5	13.6
SETTIMANALI	100.0	22.3	9.1	9.4	13.9
ALBO BLITZ.....	100.0	22.2	7.0	8.0	14.4
AMICA.....	100.0	24.3	13.0	12.2	16.3
ANNA.....	100.0	23.4	12.2	11.6	14.6
AUTOSPRINT.....	100.0	24.1	10.6	10.4	16.4
BELLA.....	100.0	21.3	9.7	9.9	12.7
CIAO 2001.....	100.0	23.3	7.2	6.6	21.5
CONFIDENZE.....	100.0	19.4	6.9	7.7	10.9
DOLLY.....	100.0	22.1	4.3	5.0	17.6
DOMENICA DEL CORRIERE.....	100.0	20.5	9.8	9.9	12.0
DOMENICA QUIZ.....	100.0	22.8	8.6	9.5	12.8
EPOCA.....	100.0	23.7	12.3	11.7	14.1
L'ESPRESSO.....	100.0	25.6	13.1	12.2	16.5
EUROPEO.....	100.0	24.4	12.5	11.9	16.0
EVA EXPRESS.....	100.0	22.1	9.6	9.7	13.5
FAMIGLIA CRISTIANA.....	100.0	18.7	7.9	8.3	11.2
GENTE.....	100.0	21.7	10.1	9.9	14.2
GIOIA.....	100.0	21.8	10.6	10.1	14.6
IL GIORNALINO.....	100.0	21.4	7.7	8.0	15.1
GRAND HOTEL.....	100.0	19.0	6.2	7.2	10.9
GRAZIA.....	100.0	23.0	12.2	11.2	15.3
GUERIN SPORTIVO.....	100.0	23.9	8.4	8.4	17.0
GUIDA CUCINA.....	100.0	24.2	11.7	12.0	13.7
GUIDA TV.....	100.0	20.8	7.4	7.9	12.8
INTIMITA'.....	100.0	20.6	8.0	8.9	11.8
INTREPIDO.....	100.0	22.4	7.1	7.8	14.1
IL MONDO.....	100.0	28.7	21.0	17.1	17.8
MONDO ECONOMICO.....	100.0	27.2	18.7	14.9	16.6
IL MONELLO.....	100.0	22.9	8.1	8.4	15.0
NOVELLA 2000.....	100.0	21.3	8.6	9.2	12.8
OGGI.....	100.0	21.8	10.5	10.1	13.7
ONDA TV.....	100.0	21.2	7.4	8.4	13.3
PANORAMA.....	100.0	25.7	13.4	12.3	17.3
RADIOCORRIERE TV.....	100.0	21.6	8.6	9.0	13.9
RAGAZZA IN.....	100.0	21.4	4.9	5.2	17.2
ROMBO.....	100.0	23.3	9.9	8.7	17.1
SORRISI E CANZONI TV.....	100.0	21.8	7.8	8.3	13.5
STARTER.....	100.0	22.6	7.6	8.3	16.3
STOP.....	100.0	18.5	7.3	7.8	11.6
TELESETTE.....	100.0	21.8	7.9	8.2	13.7
TOPOLINO.....	100.0	23.7	8.9	9.0	16.1

Lettori ultimo periodo

analisi secondo: ● l'acquisto di alcuni oggetti negli ultimi 12 mesi

(percentuali di penetrazione)

	Totale	orologio	gioielli	polizza assicuraz. non RC	viaggio organizzato
TOTALE	100.0	18.6	7.2	7.9	10.5
MENSILI	100.0	24.3	10.8	11.3	15.8
ABITARE.....	100.0	26.8	16.1	15.0	16.6
AD.....	100.0	28.4	17.1	15.5	20.4
AIRONE.....	100.0	24.8	12.9	11.5	17.4
ALTA FEDELTA'.....	100.0	23.1	7.2	7.7	18.6
ASTRA.....	100.0	24.7	10.8	10.8	17.6
ATLANTE.....	100.0	24.2	12.6	11.5	17.0
AUTO CAPITAL.....	100.0	24.9	14.0	12.5	19.8
L'AUTOMOBILE.....	100.0	23.3	10.8	10.7	14.2
BENISSIMO.....	100.0	22.7	7.5	7.8	16.5
BRAVA CASA.....	100.0	26.6	15.3	14.6	15.6
CAPITAL.....	100.0	27.2	18.8	15.9	18.9
CASAVIVA.....	100.0	26.0	15.0	14.4	14.6
100 COSE.....	100.0	23.4	8.8	8.4	19.4
CONSIGLI PRATICI.....	100.0	20.8	10.7	10.8	11.1
CORTO MALTESE.....	100.0	24.8	13.1	9.8	18.5
COSMOPOLITAN.....	100.0	24.8	12.3	11.2	18.9
LA CUCINA ITALIANA.....	100.0	22.8	11.2	11.1	13.3
DONNAPIU'.....	100.0	24.2	11.8	11.1	15.3
ESPANSIONE.....	100.0	28.3	23.8	19.8	18.0
FOTOGRAFARE.....	100.0	25.9	12.3	11.6	15.9
GARDENIA.....	100.0	23.2	13.8	11.7	15.5
GENTE MONEY.....	100.0	26.0	17.4	15.1	17.6
GENTE MOTORI.....	100.0	23.4	10.0	10.2	15.5
GENTE VIAGGI.....	100.0	24.9	13.3	12.2	17.2
GIOIELLI.....	100.0	21.8	9.3	9.6	14.8
INSIEME.....	100.0	24.1	13.0	14.1	11.7
JESUS.....	100.0	18.8	10.0	8.6	13.2
LEI.....	100.0	23.3	10.0	9.3	19.3
LINUS.....	100.0	24.9	11.5	10.2	19.6
MADRE.....	100.0	17.6	8.3	9.4	10.8
MANI DI FATA.....	100.0	21.1	9.1	9.6	12.0
MAX.....	100.0	25.1	10.2	9.4	21.8
MESSAGGERO DI S.ANTONIO.....	100.0	19.2	7.2	8.4	10.5
LA MIA CASA.....	100.0	23.7	12.6	11.6	13.0
MILLEIDEE.....	100.0	22.9	9.5	9.6	14.9
MODA.....	100.0	22.0	8.7	8.7	14.6
MOTOCICLISMO.....	100.0	21.9	6.9	7.4	16.3
MUSIC.....	100.0	22.1	4.9	4.5	18.0
NATURA OGGI.....	100.0	24.0	11.0	10.8	14.7
PESCARRE.....	100.0	22.6	10.1	10.7	12.9
PHOTO ITALIANA.....	100.0	24.6	12.3	10.8	18.3
IL PIACERE.....	100.0	27.2	15.9	13.7	19.6
PLAYMEN.....	100.0	23.2	9.5	9.7	14.7
PM.....	100.0	26.4	13.5	12.4	19.6
QUATTORRUOTE.....	100.0	23.9	10.5	10.7	14.9
QUI TOURING.....	100.0	26.3	17.1	14.5	17.9
RAKAM.....	100.0	21.9	11.8	11.2	14.5
ROCKSTAR.....	100.0	22.8	6.5	6.0	21.0
SALVE.....	100.0	24.9	13.0	12.0	16.0
SCIENZA 2000.....	100.0	21.8	5.0	5.7	14.8
SCIENZA E VITA NUOVA.....	100.0	24.1	9.8	9.1	17.5
LE SCIENZE.....	100.0	24.8	11.7	10.0	17.3
SELEZIONE DAL R.DIGEST.....	100.0	22.4	10.7	10.5	14.2
STARBENE.....	100.0	24.0	11.6	11.0	15.4
STORIA ILLUSTRATA.....	100.0	22.9	12.1	10.5	14.9
SUPER GOL.....	100.0	22.2	6.2	7.3	14.2
IL TENNIS ITALIANO.....	100.0	25.1	11.1	9.6	18.6
TUTTO CUCINA.....	100.0	20.8	8.4	9.1	11.5
TUTTO MAGLIA.....	100.0	20.7	8.3	8.8	11.9
TUTTO MOTO.....	100.0	22.8	7.0	7.4	17.3
TUTTO MUSICA & SPETTACOLO.....	100.0	22.4	4.9	5.2	19.1
TUTTO TURISMO.....	100.0	23.4	11.2	11.0	14.3
TUTTO UNCINETTO.....	100.0	21.2	7.3	8.5	11.8
VELA E MOTORE.....	100.0	22.9	10.1	11.0	16.7
VITAL.....	100.0	23.2	11.5	9.9	22.3
WEEKEND.....	100.0	23.4	17.4	13.6	19.8
ZOOM.....	100.0	26.7	13.8	18.2	17.4
DIANA (Quindicinale).....	100.0	20.1	8.5	9.5	9.6

Lettori ultimo periodo

analisi secondo: ● l'acquisto di alcuni oggetti negli ultimi 12 mesi

(percentuali di penetrazione)

	Totale	orologio	gioielli	polizza assicuraz. non RC	viaggio organizzato
TOTALE	100.0	13.3	4.6	3.2	10.2
PERIODICI	100.0	16.2	5.7	4.0	13.2
SETTIMANALI	100.0	16.3	5.6	3.9	13.5
ALBO BLITZ.....	100.0	19.2	6.7	4.2	12.1
AMICA.....	100.0	18.6	7.9	5.0	16.7
ANNA.....	100.0	17.4	7.2	4.8	15.7
AUTOSPRINT.....	100.0	19.0	7.5	4.6	15.8
BELLA.....	100.0	16.4	6.3	4.7	13.9
CIAO 2001.....	100.0	16.4	4.9	1.9	23.8
CONFIDENZE.....	100.0	15.4	5.3	3.9	12.1
DOLLY.....	100.0	16.3	5.0	1.7	19.6
DOMENICA DEL CORRIERE.....	100.0	14.5	5.5	4.0	12.9
DOMENICA QUIZ.....	100.0	18.2	6.8	4.6	14.6
EPOCA.....	100.0	17.2	7.1	5.0	16.8
L'ESPRESSO.....	100.0	19.9	8.3	5.7	17.9
EUROPEO.....	100.0	18.0	7.5	5.4	16.8
EVA EXPRESS.....	100.0	15.7	5.8	4.1	13.4
FAMIGLIA CRISTIANA.....	100.0	13.5	4.9	3.8	11.8
GENTE.....	100.0	15.8	6.2	4.4	14.3
GIOIA.....	100.0	17.2	6.8	4.3	15.3
IL GIORNALINO.....	100.0	17.4	6.3	5.4	13.7
GRAND HOTEL.....	100.0	15.0	4.9	3.4	11.0
GRAZIA.....	100.0	17.4	7.2	4.8	16.4
GUERIN SPORTIVO.....	100.0	18.2	6.0	3.1	19.3
GUIDA CUCINA.....	100.0	18.1	6.6	4.7	14.2
GUIDA TV.....	100.0	15.8	5.3	3.7	12.9
INTIMITA'.....	100.0	15.1	5.4	4.2	12.4
INTREPIDO.....	100.0	18.2	6.1	4.1	12.9
IL MONDO.....	100.0	22.1	11.1	7.1	18.2
MONDO ECONOMICO.....	100.0	19.1	8.2	4.9	18.0
IL MONELLO.....	100.0	18.2	6.5	3.9	14.0
NOVELLA 2000.....	100.0	15.9	5.9	3.9	13.5
OGGI.....	100.0	16.2	6.5	4.5	14.3
ONDA TV.....	100.0	15.9	4.8	3.8	12.2
PANORAMA.....	100.0	19.4	8.2	5.5	18.0
RADIOCORRIERE TV.....	100.0	15.9	5.9	4.0	14.1
RAGAZZA IN.....	100.0	16.1	4.5	1.8	18.7
ROMBO.....	100.0	18.8	7.7	3.4	21.0
SORRISI E CANZONI TV.....	100.0	16.3	5.7	3.6	13.3
STARTER.....	100.0	18.8	5.2	4.5	14.5
STOP.....	100.0	13.0	4.7	3.6	11.9
TELESETTE.....	100.0	16.4	5.6	3.7	12.4
TOPOLINO.....	100.0	18.7	6.8	4.6	16.0

Lettori ultimo periodo

analisi secondo: ● l'acquisto di alcuni oggetti negli ultimi 12 mesi

(percentuali di penetrazione)

	Totale	orologio	gioielli	polizza assicuraz. non RC	viaggio organizzato
TOTALE	100.0	13.3	4.6	3.2	10.2
MENSILI	100.0	18.6	7.5	5.4	15.7
ABITARE.....	100.0	18.9	8.5	5.8	16.9
AD.....	100.0	21.1	9.7	7.4	19.8
AIRONE.....	100.0	19.5	8.1	6.1	19.5
ALTA FEDELTA'.....	100.0	16.2	5.8	2.6	16.3
ASTRA.....	100.0	19.6	7.4	4.5	18.5
ATLANTE.....	100.0	20.0	8.6	5.8	17.6
AUTO CAPITAL.....	100.0	19.0	8.5	5.5	18.8
L'AUTOMOBILE.....	100.0	17.9	7.1	4.9	14.7
BENISSIMO.....	100.0	17.8	6.5	4.2	14.8
BRAVA CASA.....	100.0	19.0	8.3	5.8	13.7
CAPITAL.....	100.0	20.2	9.8	6.7	18.3
CASAVIVA.....	100.0	19.6	8.5	5.8	14.9
100 COSE.....	100.0	18.5	6.6	3.3	21.3
CONSIGLI PRATICI.....	100.0	14.4	5.0	5.1	11.8
CORTO MALTESE.....	100.0	18.0	7.6	4.2	23.4
COSMOPOLITAN.....	100.0	19.9	7.9	5.0	19.4
LA CUCINA ITALIANA.....	100.0	17.7	7.0	4.9	13.9
DONNAPIU'.....	100.0	19.1	7.2	5.1	16.1
ESPANSIONE.....	100.0	21.9	10.9	7.2	18.3
FOTOGRAFARE.....	100.0	20.3	8.6	5.6	16.9
GARDENIA.....	100.0	19.5	8.3	6.5	17.2
GENTE MONEY.....	100.0	20.0	8.9	6.1	19.0
GENTE MOTORI.....	100.0	18.0	6.7	4.3	15.8
GENTE VIAGGI.....	100.0	19.9	8.3	5.7	18.1
GIOIELLI.....	100.0	17.9	7.0	4.6	15.0
INSIEME.....	100.0	17.6	7.5	5.3	13.0
JESUS.....	100.0	14.3	5.3	4.4	15.2
LEI.....	100.0	19.5	8.0	4.2	21.4
LINUS.....	100.0	20.6	8.6	5.2	21.4
MADRE.....	100.0	14.2	5.8	4.8	10.9
MANI DI FATA.....	100.0	15.6	5.8	4.0	12.2
MAX.....	100.0	20.1	7.4	4.4	22.2
MESSAGGERO DI S.ANTONIO.....	100.0	12.7	4.2	2.9	10.7
LA MIA CASA.....	100.0	16.0	5.7	4.2	10.3
MILLEIDEE.....	100.0	17.4	6.6	4.6	14.5
MODA.....	100.0	17.2	6.4	3.6	16.2
MOTOCICLISMO.....	100.0	19.1	7.0	4.5	16.4
MUSIC.....	100.0	16.4	4.6	1.4	20.8
NATURA OGGI.....	100.0	17.4	7.2	5.2	16.4
PESCARRE.....	100.0	17.2	7.0	5.2	13.5
PHOTO ITALIANA.....	100.0	19.9	8.4	5.7	18.1
IL PIACERE.....	100.0	20.6	9.9	7.1	21.1
PLAYMEN.....	100.0	18.7	6.9	4.6	13.7
PM.....	100.0	21.3	8.8	5.5	20.9
QUATTORRUOTE.....	100.0	18.7	7.3	4.7	15.8
QUI TOURING.....	100.0	19.2	8.9	6.6	18.5
RAKAM.....	100.0	18.7	7.4	5.1	14.3
ROCKSTAR.....	100.0	17.3	5.7	1.4	26.4
SALVE.....	100.0	19.4	8.0	5.1	16.9
SCIENZA 2000.....	100.0	15.3	6.4	3.5	19.4
SCIENZA E VITA NUOVA.....	100.0	19.4	7.7	4.9	21.5
LE SCIENZE.....	100.0	19.0	8.3	5.5	19.8
SELEZIONE DAL R.DIGEST.....	100.0	16.8	6.5	4.4	15.6
STARBENE.....	100.0	19.3	7.5	5.1	16.0
STORIA ILLUSTRATA.....	100.0	18.0	7.7	5.6	16.0
SUPER GOL.....	100.0	17.3	5.6	3.3	15.2
IL TENNIS ITALIANO.....	100.0	21.0	9.1	5.5	16.7
TUTTO CUCINA.....	100.0	16.0	5.7	3.8	12.2
TUTTO MAGLIA.....	100.0	15.1	5.0	3.7	10.7
TUTTO MOTO.....	100.0	19.0	6.9	3.7	18.5
TUTTO MUSICA & SPETTACOLO.....	100.0	17.4	5.5	2.4	20.5
TUTTO TURISMO.....	100.0	18.3	7.3	4.4	16.2
TUTTO UNCINETTO.....	100.0	15.5	5.3	3.6	10.9
VELA E MOTORE.....	100.0	15.0	6.5	5.0	16.5
VITAL.....	100.0	22.2	7.2	4.5	23.8
WEEKEND.....	100.0	19.7	7.9	6.9	17.1
ZOOM.....	100.0	19.6	8.9	3.4	21.0
DIANA (Quindicinale).....	100.0	16.1	5.9	3.5	10.9

Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● l'acquisto di alcuni oggetti negli ultimi 12 mesi

(percentuali di penetrazione)

	Totale	orologio	gioielli	polizza assicuraz. non RC	viaggio organizzato
TOTALE	100.0	13.2	4.8	4.3	7.8
PERIODICI	100.0	16.6	6.3	5.7	10.5
SETTIMANALI	100.0	16.6	6.2	5.5	10.5
ALBO BLITZ.....	100.0	22.8	9.0	10.0	10.5
AMICA.....	100.0	18.8	8.3	6.5	13.5
ANNA.....	100.0	17.3	7.5	6.1	12.6
AUTOSPRINT.....	100.0	22.3	10.7	10.4	13.7
BELLA.....	100.0	16.4	6.5	5.8	11.0
CIAO 2001.....	100.0	18.1	8.4	9.0	13.9
CONFIDENZE.....	100.0	14.8	5.3	4.9	9.2
DOLLY.....	100.0	18.0	7.0	4.8	10.1
DOMENICA DEL CORRIERE.....	100.0	15.1	6.0	5.8	10.8
DOMENICA QUIZ.....	100.0	18.9	7.1	7.4	12.0
EPOCA.....	100.0	17.8	8.0	7.6	13.4
L'ESPRESSO.....	100.0	21.8	10.1	9.4	14.4
EUROPEO.....	100.0	18.8	8.7	9.0	14.0
EVA EXPRESS.....	100.0	15.4	6.0	5.4	10.7
FAMIGLIA CRISTIANA.....	100.0	13.9	5.2	5.0	9.1
GENTE.....	100.0	15.9	6.6	5.8	11.8
GIOIA.....	100.0	17.0	7.1	5.7	11.6
IL GIORNALINO.....	100.0	18.6	7.8	8.0	9.4
GRAND HOTEL.....	100.0	14.6	4.9	4.5	7.9
GRAZIA.....	100.0	17.4	7.5	6.2	12.7
GUERIN SPORTIVO.....	100.0	24.1	10.4	10.7	11.0
GUIDA CUCINA.....	100.0	18.4	7.0	6.2	11.2
GUIDA TV.....	100.0	15.8	5.7	5.5	9.1
INTIMITA'.....	100.0	14.8	5.5	5.1	9.9
INTREPIDO.....	100.0	20.3	7.0	7.4	9.3
IL MONDO.....	100.0	24.9	16.5	12.9	14.3
MONDO ECONOMICO.....	100.0	22.4	12.5	11.0	13.1
IL MONELLO.....	100.0	19.4	7.3	6.9	9.6
NOVELLA 2000.....	100.0	15.8	6.2	5.4	10.6
OGGI.....	100.0	16.5	7.0	6.1	11.7
ONDA TV.....	100.0	16.3	5.7	5.8	8.1
PANORAMA.....	100.0	20.8	9.8	9.0	14.4
RADIOCORRIERE TV.....	100.0	16.5	6.5	5.9	10.9
RAGAZZA IN.....	100.0	17.2	6.3	5.3	8.2
ROMBO.....	100.0	26.2	13.2	13.0	19.2
SORRISI E CANZONI TV.....	100.0	16.4	6.1	5.3	9.1
STARTER.....	100.0	21.8	8.2	14.1	15.3
STOP.....	100.0	12.4	4.8	4.5	9.9
TELESETTE.....	100.0	16.7	6.2	5.5	9.3
TOPOLINO.....	100.0	20.0	8.1	7.3	10.6

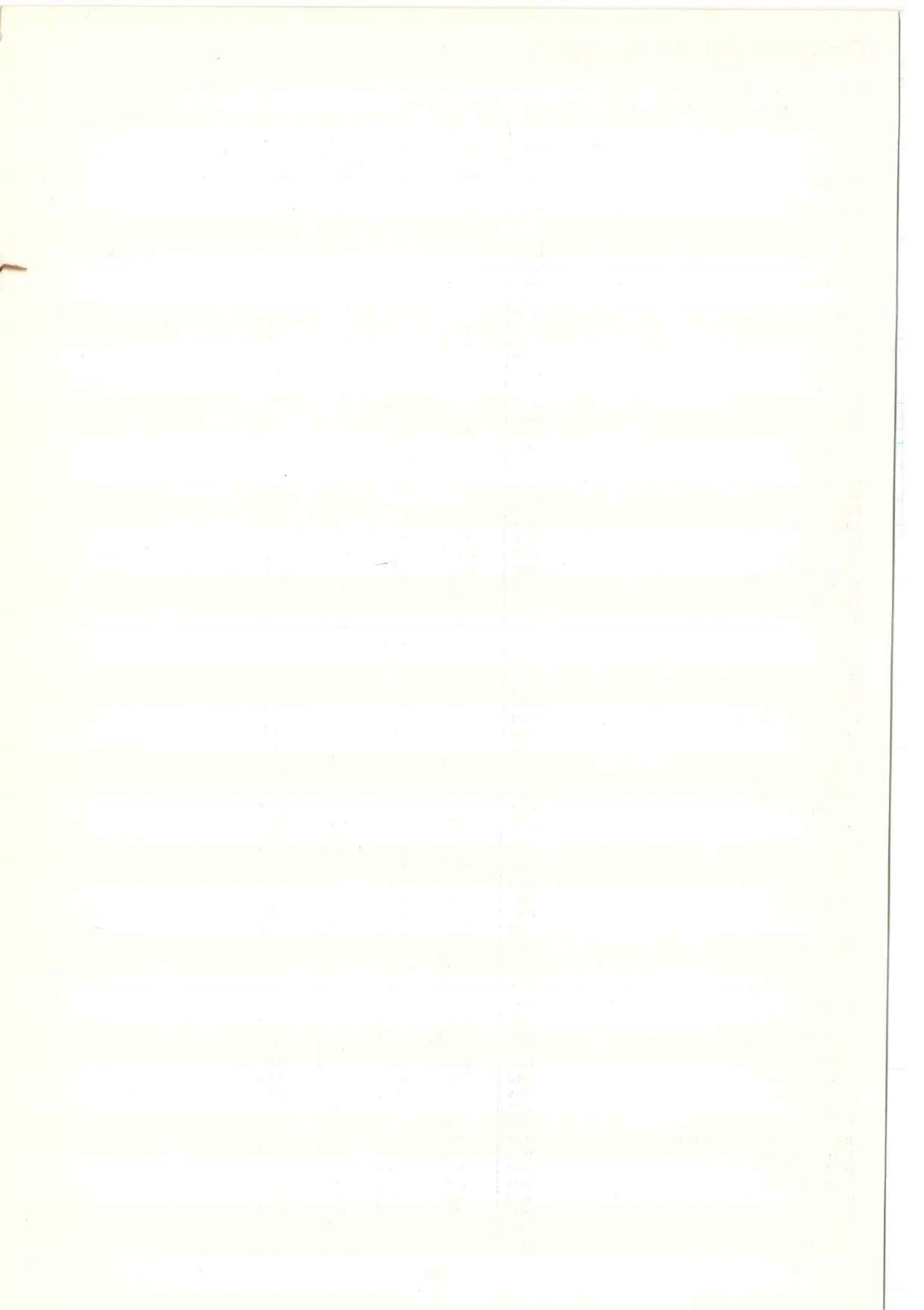
Responsabili acquisti

Lettori ultimo periodo

analisi secondo: ● l'acquisto di alcuni oggetti negli ultimi 12 mesi

(percentuali di penetrazione)

	Totale	orologio	gioielli	polizza assicuraz. non RC	viaggio organizzato
TOTALE	100.0	13.2	4.8	4.3	7.8
MENSILI	100.0	19.3	8.4	8.2	12.5
ABITARE.....	100.0	20.5	10.4	8.4	13.8
AD.....	100.0	22.0	11.1	11.1	16.4
AIRONE.....	100.0	21.3	9.6	9.5	14.3
ALTA FEDELTA'.....	100.0	18.0	8.0	7.3	13.2
ASTRA.....	100.0	20.1	8.1	7.3	14.3
ATLANTE.....	100.0	21.8	10.9	9.0	13.4
AUTO CAPITAL.....	100.0	21.7	12.2	11.9	14.7
L'AUTOMOBILE.....	100.0	19.5	8.5	8.0	11.8
BENISSIMO.....	100.0	17.6	6.6	5.6	10.5
BRAVA CASA.....	100.0	19.4	8.9	7.1	12.2
CAPITAL.....	100.0	22.4	13.1	11.6	15.3
CASAVIVA.....	100.0	20.3	9.2	7.5	12.8
100 COSE.....	100.0	18.4	7.3	5.7	11.7
CONSIGLI PRATICI.....	100.0	14.9	5.4	6.4	9.5
CORTO MALTESE.....	100.0	20.2	9.6	5.9	22.8
COSMOPOLITAN.....	100.0	21.4	8.2	7.9	15.1
LA CUCINA ITALIANA.....	100.0	18.0	7.2	6.3	12.0
DONNAPIU'.....	100.0	19.3	6.9	6.8	11.6
ESPANSIONE.....	100.0	24.9	15.6	11.3	16.2
FOTOGRAFARE.....	100.0	22.7	10.8	10.2	14.1
GARDENIA.....	100.0	19.5	9.1	9.2	14.2
GENTE MONEY.....	100.0	22.5	11.3	10.3	15.1
GENTE MOTORI.....	100.0	20.7	9.0	9.1	11.7
GENTE VIAGGI.....	100.0	20.9	9.4	8.9	13.5
GIOIELLI.....	100.0	18.1	7.2	5.8	11.8
INSIEME.....	100.0	17.8	8.2	6.6	10.3
JESUS.....	100.0	16.5	6.2	6.8	11.9
LEI.....	100.0	20.2	8.1	6.8	14.4
LINUS.....	100.0	22.1	11.3	9.2	14.9
MADRE.....	100.0	14.6	6.1	6.1	8.6
MANI DI FATA.....	100.0	15.4	6.1	4.8	10.0
MAX.....	100.0	23.0	9.1	9.9	14.1
MESSAGGERO DI S.ANTONIO.....	100.0	12.9	4.3	4.1	8.0
LA MIA CASA.....	100.0	16.3	6.1	5.1	8.8
MILLEIDEE.....	100.0	17.4	6.7	5.7	11.1
MODA.....	100.0	16.6	6.5	5.3	10.4
MOTOCICLISMO.....	100.0	21.3	8.4	9.7	11.3
MUSIC.....	100.0	18.7	8.3	7.2	11.6
NATURA OGGI.....	100.0	17.9	8.3	7.7	11.4
PESCARRE.....	100.0	19.7	8.7	8.6	12.0
PHOTO ITALIANA.....	100.0	21.2	10.0	9.9	14.9
IL PIACERE.....	100.0	20.6	12.0	10.5	16.3
PLAYMEN.....	100.0	21.2	9.3	12.1	12.3
PM.....	100.0	24.3	11.1	9.9	16.0
QUATTORRUOTE.....	100.0	20.9	9.2	9.1	12.0
QUI TOURING.....	100.0	20.2	10.7	9.6	15.4
RAKAM.....	100.0	19.2	7.8	6.0	11.7
ROCKSTAR.....	100.0	24.3	11.5	10.9	17.2
SALVE.....	100.0	20.1	8.7	7.1	13.4
SCIENZA 2000.....	100.0	18.2	8.5	7.5	13.5
SCIENZA E VITA NUOVA.....	100.0	22.2	10.3	9.2	14.5
LE SCIENZE.....	100.0	20.2	11.2	8.9	14.8
SELEZIONE DAL R.DIGEST.....	100.0	17.4	7.2	6.5	11.8
STARBENE.....	100.0	19.7	8.0	7.0	12.5
STORIA ILLUSTRATA.....	100.0	19.3	9.3	8.8	12.1
SUPER GOL.....	100.0	22.0	7.6	8.6	9.5
IL TENNIS ITALIANO.....	100.0	24.4	12.2	10.1	12.9
TUTTO CUCINA.....	100.0	15.7	5.9	4.9	9.8
TUTTO MAGLIA.....	100.0	14.5	5.1	4.5	8.9
TUTTO MOTO.....	100.0	21.9	8.9	9.1	12.2
TUTTO MUSICA & SPETTACOLO.....	100.0	19.5	7.3	6.4	9.8
TUTTO TURISMO.....	100.0	19.9	8.0	7.6	11.5
TUTTO UNCINETTO.....	100.0	15.1	5.4	4.5	8.6
VELA E MOTORE.....	100.0	17.2	7.6	8.2	14.8
VITAL.....	100.0	24.0	7.7	9.1	13.2
WEEKEND.....	100.0	20.9	9.2	11.0	12.1
ZOOM.....	100.0	28.8	17.4	21.3	11.7
DIANA (Quindicinale).....	100.0	17.1	5.9	6.3	8.5



“Il profilo dei
consumatori/fornitori
possessori dei 48 prodotti”

Appendice

Profilo dei consumatori

	Totale	succhi di frutta	aranciata	bibite tipo cola	amari	aperitivi analcolici	dentifricio	bagno-schiuma	deodoranti
Totale	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Sesso									
Uomini	48.2	48.7	48.4	50.4	61.4	62.0	46.5	44.7	41.9
Donne	51.8	51.3	51.6	49.6	38.6	38.0	53.5	55.3	58.1
Età									
14 anni	1.9	2.8	3.1	3.5	.6	1.3	2.2	2.3	2.4
da 15-17 anni	5.8	9.4	8.9	11.1	3.5	5.5	6.5	7.1	7.3
da 18-24 anni	13.2	22.6	19.4	22.1	14.6	18.8	14.8	16.6	16.9
da 25-34 anni	17.5	25.0	21.8	23.3	23.1	25.2	19.4	21.5	21.3
da 35-44 anni	16.2	14.7	16.0	17.2	19.7	20.4	17.6	18.6	19.3
da 45-54 anni	15.4	11.1	13.2	11.4	16.9	15.4	15.9	15.2	15.2
da 55-64 anni	13.3	7.3	8.9	5.9	11.9	7.7	12.2	10.5	10.1
oltre 64 anni	16.7	7.0	8.7	5.4	9.7	5.8	11.4	8.2	7.5
Ampiezza di centro									
fino a 5.000 ab.	19.6	18.0	18.7	17.0	18.8	18.1	18.0	17.0	18.2
da 5/10.000 ab.	13.7	14.4	13.9	13.0	14.5	14.1	13.6	12.5	14.3
da 10/30.000 ab.	20.0	18.8	19.8	19.5	18.4	17.9	19.8	19.3	19.1
da 30/50.000 ab.	8.8	8.4	8.8	8.9	8.3	8.7	8.7	8.8	8.5
da 50/100.000 ab.	9.5	9.5	9.3	9.3	9.3	9.4	9.7	10.2	9.1
da 100/250.000 ab.	8.6	9.9	8.6	9.0	8.6	8.9	9.2	9.2	9.6
oltre 250.000	19.7	21.1	20.8	23.3	22.0	22.9	21.0	23.0	21.3
Zona geografica									
Nord-Ovest	27.9	24.6	24.9	26.5	27.1	29.9	28.0	28.2	28.7
Nord-Est	18.8	21.8	19.0	19.3	20.3	18.7	19.3	17.0	22.1
Centro	19.5	21.3	18.9	18.8	19.1	20.0	19.9	19.7	19.4
Sud	22.8	22.0	25.3	23.7	23.5	20.0	22.0	23.3	20.9
Isole	11.0	10.2	11.9	11.8	10.1	11.4	10.8	11.8	8.9
Classe sociale									
Sup./Media Sup.	9.4	11.2	10.2	11.5	10.1	12.3	10.4	11.2	11.4
Media oltre 1.650	26.8	31.8	29.1	31.6	30.8	33.5	28.9	30.4	30.2
Media fino 1.650	20.1	22.0	21.4	21.5	20.8	21.7	21.2	22.0	21.7
Media Inferiore	36.0	30.5	33.8	30.8	33.7	29.1	34.3	31.6	32.4
Inferiore	7.8	4.6	5.5	4.6	4.6	3.5	5.3	4.8	4.3
Titolo di studio									
Laurea	3.5	4.2	3.4	3.9	4.6	5.0	3.8	4.1	4.0
Diploma Media Superiore	18.4	24.8	21.1	23.3	22.5	26.6	20.6	22.0	21.7
Diploma Media Inferiore	30.0	39.7	37.1	42.1	31.5	36.0	32.9	35.3	34.8
Elementare	32.3	23.6	28.6	23.8	32.7	27.2	31.8	29.8	30.6
Nessuno	15.9	7.7	9.8	6.8	8.7	5.2	10.9	8.8	8.8

Profilo dei fruitori

	Totale	polizza assicurazione vita	polizza assicuraz. infortuni	polizza integraliva pensione	viaggio comitiva	fondi di investim.
Totale	100.0	100.0	100.0	100.0	100.0	100.0
Sesso						
Uomini	48.2	70.4	75.6	69.1	52.6	64.0
Donne	51.8	29.6	24.4	30.9	47.4	36.0
Età						
14 anni	1.9	.2	.8	—	5.1	1.4
da 15-17 anni	5.8	.8	1.9	—	14.7	.8
da 18-24 anni	13.2	6.9	9.3	4.8	18.3	9.0
da 25-34 anni	17.5	22.2	23.1	28.0	16.6	24.7
da 35-44 anni	16.2	34.2	30.0	33.2	13.5	25.8
da 45-54 anni	15.4	24.8	21.8	23.9	12.7	15.6
da 55-64 anni	13.3	9.2	8.3	9.1	11.0	13.0
oltre 64 anni	16.7	1.8	4.9	1.0	8.1	9.7
Ampiezza di centro						
fino a 5.000 ab.	19.6	19.5	18.7	18.9	18.0	9.3
da 5/10.000 ab.	13.7	13.7	14.5	18.3	13.8	14.8
da 10/30.000 ab.	20.0	18.8	18.3	19.8	18.9	15.2
da 30/50.000 ab.	8.8	6.7	6.8	4.9	8.7	5.5
da 50/100.000 ab.	9.5	10.1	10.5	8.4	10.2	9.9
da 100/250.000 ab.	8.6	9.8	11.0	7.0	10.4	12.3
oltre 250.000	19.7	21.4	20.2	22.7	19.9	33.0
Zona geografica						
Nord-Ovest	27.9	28.0	30.7	37.9	25.4	38.5
Nord-Est	18.8	23.9	27.5	19.0	22.9	22.3
Centro	19.5	20.4	23.5	22.9	22.4	24.5
Sud	22.8	17.5	12.7	13.8	21.0	11.3
Isole	11.0	10.3	5.6	6.4	8.3	3.5
Classe sociale						
Sup./Media Sup.	9.4	15.5	17.9	21.0	15.1	20.2
Media oltre 1.650	26.8	38.2	39.9	41.5	33.9	39.7
Media fino 1.650	20.1	19.2	17.8	17.5	20.3	18.7
Media Inferiore	36.0	24.4	21.8	18.2	27.3	19.7
Inferiore	7.8	2.6	2.7	1.7	3.4	1.6
Titolo di studio						
Laurea	3.5	7.3	8.1	9.1	5.0	6.6
Diploma Media Superiore	18.4	26.3	26.9	29.5	22.8	33.7
Diploma Media Inferiore	30.0	29.5	32.1	29.7	41.9	34.2
Elementare	32.3	30.2	28.7	27.7	24.1	22.1
Nessuno	15.9	6.7	4.2	3.9	6.2	3.3

Profilo dei possessori

	Totale	autoradio	calcolatrici	dischi	pellicole per foto	seconda automobile
Totale	100.0	100.0	100.0	100.0	100.0	100.0
Ampiezza di centro						
fino a 5.000 ab.	19.6	18.5	18.4	12.7	14.3	20.7
da 5/10.000 ab.	13.7	15.6	15.5	11.3	13.5	16.3
da 10/30.000 ab.	20.0	20.0	17.1	16.7	19.1	19.5
da 30/50.000 ab.	8.8	8.6	8.2	7.0	7.0	8.0
da 50/100.000 ab.	9.5	9.3	10.4	11.9	10.6	10.3
da 100/250.000 ab.	8.6	9.4	8.6	11.1	10.5	9.2
oltre 250.000	19.7	18.6	21.8	29.3	25.1	16.1
Zona geografica						
Nord-Ovest	27.9	26.3	27.0	31.5	29.8	26.5
Nord-Est	18.8	21.9	18.6	17.5	19.3	24.4
Centro	19.5	23.5	21.5	23.1	21.7	24.2
Sud	22.8	18.6	22.9	19.0	19.1	16.2
Isole	11.0	9.6	10.0	9.0	10.1	8.7
Classe sociale						
Sup./Media Sup.	9.4	14.7	16.3	20.0	16.2	20.3
Media oltre 1.650	26.8	35.8	34.6	35.7	36.1	43.9
Media fino 1.650	20.1	19.2	21.3	22.3	22.5	14.6
Media Inferiore	36.0	27.5	24.7	20.4	23.4	20.5
Inferiore	7.8	2.8	3.0	1.7	1.8	.8

Profilo delle famiglie consumatrici

	Totale	cibi sugelati	tonno in scatola	alimenti integrali	olio di oliva	sughi pronti	yogurt	whisky	cibi cani gatti
Totale	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Ampiezza di centro									
fino a 5000 ab.	19.6	16.6	18.4	16.3	17.1	19.1	17.8	15.8	17.4
da 5/10.000 ab.	13.7	11.7	12.9	12.8	13.0	10.1	12.9	11.4	12.9
da 10/30.000 ab.	20.0	18.2	19.7	17.6	16.8	17.4	17.8	18.4	18.6
da 30/50.000 ab.	8.8	9.0	8.8	8.0	8.3	8.5	8.5	8.8	8.9
da 50/100.000 ab.	9.5	9.4	9.7	9.5	9.7	9.2	10.1	10.4	8.9
da 100/250.000 ab.	8.6	10.0	9.1	10.5	10.0	11.9	9.9	9.0	8.4
oltre 250.000	19.7	25.1	21.3	25.2	24.9	23.9	23.0	26.3	25.0
Zona geografica									
Nord-Ovest	27.9	29.2	29.0	32.9	35.6	40.0	31.7	28.9	40.8
Nord-Est	18.8	16.9	19.6	22.3	22.6	23.8	21.3	15.1	24.5
Centro	19.5	21.2	20.7	21.0	19.6	13.4	20.6	24.0	23.1
Sud	22.8	22.0	21.7	17.6	15.5	10.7	18.2	22.8	7.9
Isole	11.0	10.8	9.1	6.2	6.7	12.1	8.3	9.3	3.8
Classe sociale									
Sup./Media Sup.	9.4	11.9	10.0	14.0	11.1	11.0	12.3	13.1	16.3
Media oltre 1.650	26.8	30.1	29.7	31.2	30.7	32.6	32.6	32.2	37.6
Media fino 1.650	20.1	22.3	20.7	21.8	20.7	16.9	20.7	22.3	18.4
Media Inferiore	36.0	31.7	34.4	28.8	32.1	34.6	30.8	29.5	25.3
Inferiore	7.8	4.0	5.3	4.2	5.4	5.0	3.6	2.8	2.3

Profilo dei consumatori

	Totale	shampoo	profumi colonie	assorbenti igienici	prodotti per trucco	prodotti per viso	creme per il corpo	pre e dopo barba	creme schiuma barba
Totale	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Sesso									
Uomini	48.2	49.1	39.3	—	—	—	—	100.0	100.0
Donne	51.8	50.9	60.7	100.0	100.0	100.0	100.0	—	—
Età									
14 anni	1.9	2.1	2.1	2.8	2.0	1.6	1.4	.4	.3
da 15-17 anni	5.8	6.5	8.1	9.3	9.1	7.2	7.4	3.7	3.8
da 18-24 anni	13.2	14.8	19.0	20.2	21.1	17.5	22.0	15.8	16.8
da 25-34 anni	17.5	19.5	22.7	26.6	25.9	22.8	25.2	19.3	20.9
da 35-44 anni	16.2	17.7	17.8	25.4	20.9	19.8	18.5	18.0	17.3
da 45-54 anni	15.4	15.7	13.2	14.1	12.2	15.6	11.8	14.9	13.8
da 55-64 anni	13.3	12.1	9.0	1.2	5.5	8.8	7.0	13.9	13.3
oltre 64 anni	16.7	11.5	8.0	.6	3.3	6.7	6.7	13.9	13.9
Ampiezza di centro									
fino a 5.000 ab.	19.6	18.8	16.3	16.8	13.5	16.3	16.4	18.5	17.6
da 5/10.000 ab.	13.7	13.1	12.0	12.3	11.0	11.6	11.6	12.8	12.8
da 10/30.000 ab.	20.0	19.9	18.2	18.4	17.5	17.9	16.4	20.8	20.5
da 30/50.000 ab.	8.8	9.1	9.1	10.1	10.0	9.1	8.8	9.4	9.6
da 50/100.000 ab.	9.5	9.5	10.1	10.8	10.9	10.0	9.3	9.8	10.0
da 100/250.000 ab.	8.6	8.9	10.1	9.5	10.9	10.5	10.8	8.8	8.9
oltre 250.000	19.7	20.6	24.4	22.2	26.3	24.6	26.5	19.8	20.6
Zona geografica									
Nord-Ovest	27.9	27.7	30.2	27.1	29.1	32.1	33.4	26.5	25.7
Nord-Est	18.8	18.9	18.5	18.5	20.7	21.7	25.0	17.7	16.0
Centro	19.5	19.7	20.4	19.2	20.7	20.1	17.5	19.9	20.3
Sud	22.8	22.3	20.2	23.0	19.4	17.3	15.5	23.3	25.5
Isole	11.0	11.3	10.7	12.1	10.2	8.9	8.4	12.6	12.6
Classe sociale									
Sup./Media Sup.	9.4	9.8	12.2	11.1	13.9	13.1	18.9	9.9	9.4
Media oltre 1.650	26.8	28.3	31.6	32.0	34.9	33.2	34.9	26.6	27.4
Media fino 1.650	20.1	20.4	22.4	21.3	21.9	22.6	21.7	21.8	19.9
Media Inferiore	36.0	35.1	30.2	31.5	26.3	28.1	22.1	35.7	36.1
Inferiore	7.8	6.4	3.6	4.2	2.9	3.0	2.4	6.0	7.1
Titolo di studio									
Laurea	3.5	3.7	4.3	3.8	4.4	4.2	6.0	4.4	4.5
Diploma Media Superiore	18.4	19.8	24.8	23.8	28.3	26.2	33.3	20.9	21.7
Diploma Media Inferiore	30.0	32.3	37.5	38.3	39.0	34.2	35.3	34.0	32.8
Elementare	32.3	31.5	26.7	28.2	24.9	28.8	20.6	31.4	30.1
Nessuno	15.9	12.7	6.7	5.9	3.4	6.6	4.8	9.3	10.9

Profilo delle famiglie che possiedono

	Totale	forno	complesso hi-fi	auto piccola	auto media	auto grande	moto piccola	moto media	moto grande	macchina sviluppo istantaneo	macchina pellicola tradizionale
Totale	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Ampiezza di centro											
fino a 5.000 ab.	19.6	22.0	12.2	19.7	19.3	15.2	21.3	19.6	16.1	16.2	16.3
da 5/10.000 ab.	13.7	5.0	9.8	12.8	13.2	13.8	17.5	15.5	9.5	12.9	12.2
da 10/30.000 ab.	20.0	17.4	17.3	19.7	19.4	18.6	22.3	19.5	17.7	17.6	17.9
da 30/50.000 ab.	8.8	6.3	9.0	9.3	8.9	9.8	8.9	8.9	10.2	8.8	9.2
da 50/100.000 ab.	9.5	9.6	10.6	9.9	9.6	9.7	9.3	9.9	9.7	11.0	9.6
da 100/250.000 ab.	8.6	15.8	12.0	9.4	9.4	10.6	9.0	9.2	9.4	10.7	10.2
oltre 250.000	19.7	24.0	29.2	19.2	20.2	22.3	11.8	17.5	27.3	22.8	24.6
Zona geografica											
Nord-Ovest	27.9	32.0	33.6	26.4	29.7	29.9	28.1	31.0	36.0	32.7	31.3
Nord-Est	18.8	29.8	19.1	19.2	21.4	23.0	26.4	22.4	21.5	15.8	20.3
Centro	19.5	20.4	23.8	22.4	20.7	22.0	20.6	23.3	22.3	24.3	21.1
Sud	22.8	14.9	16.5	21.1	18.6	19.0	16.8	14.7	12.5	19.6	18.4
Isole	11.0	2.9	7.1	10.9	9.6	6.2	8.0	8.6	7.6	7.6	8.9
Classe sociale											
Sup./Media Sup.	9.4	28.8	21.2	11.7	12.3	25.4	8.3	12.5	18.9	17.2	13.7
Media oltre 1.650	26.8	36.9	38.5	32.1	34.7	41.0	33.3	36.7	41.7	34.6	34.7
Media fino 1.650	20.1	18.4	20.7	19.0	21.2	14.8	16.9	15.7	15.5	22.4	21.8
Media Inferiore	36.0	16.0	18.4	33.0	29.1	17.6	36.5	31.9	22.1	23.7	27.6
Inferiore	7.8	—	1.1	4.2	2.7	1.2	5.0	3.2	1.8	2.0	2.2

Profilo degli acquirenti fruitori

	Totale	orologio	gioielli	polizza assicura- zione no rc	viaggio organizzato
Totale	100.0	100.0	100.0	100.0	100.0
Sesso					
Uomini	48.2	55.2	58.2	68.2	48.9
Donne	51.8	44.8	41.8	31.8	51.1
Età					
14 anni	1.9	1.9	.2	.1	4.7
da 15-17 anni	5.8	6.9	1.9	1.0	11.5
da 18-24 anni	13.2	17.9	16.3	12.5	24.8
da 25-34 anni	17.5	24.5	29.5	29.2	17.7
da 35-44 anni	16.2	21.9	25.8	27.8	14.1
da 45-54 anni	15.4	16.3	16.8	18.4	10.2
da 55-64 anni	13.3	6.1	7.0	6.3	10.0
oltre 64 anni	16.7	4.4	2.4	4.7	7.1
Ampiezza di centro					
fino a 5.000 ab.	19.6	14.7	13.3	18.8	14.5
da 5/10.000 ab.	13.7	12.6	9.4	9.5	12.5
da 10/30.000 ab.	20.0	18.8	17.1	18.4	16.8
da 30/50.000 ab.	8.8	9.9	10.8	10.1	7.8
da 50/100.000 ab.	9.5	11.1	13.1	10.3	9.6
da 100/250.000 ab.	8.6	10.1	13.7	11.2	12.6
oltre 250.000	19.7	22.8	22.5	21.6	26.2
Zona geografica					
Nord-Ovest	27.9	27.7	29.8	33.4	27.4
Nord-Est	18.8	17.2	20.2	18.5	21.0
Centro	19.5	20.9	20.5	21.7	23.8
Sud	22.8	22.6	19.8	17.8	19.2
Isole	11.0	11.6	9.8	8.6	8.7
Classe sociale					
Sup./Media Sup.	9.4	15.4	27.2	21.7	19.7
Media oltre 1.650	26.8	32.7	36.9	36.1	35.7
Media fino 1.650	20.1	21.5	16.5	19.9	21.5
Media Inferiore	36.0	27.6	18.0	20.6	21.2
Inferiore	7.8	2.7	1.3	1.8	1.9
Titolo di studio					
Laurea	3.5	5.4	10.6	8.8	6.1
Diploma Media Superiore	18.4	27.2	35.9	29.6	29.9
Diploma Media Inferiore	30.0	38.1	31.4	32.7	41.3
Elementare	32.3	24.5	18.6	24.6	19.1
Nessuno	15.9	4.8	3.5	4.3	3.6