

TOTAL NACIONAL POR CIUDADES

EQUIPOS EN FUNCIONAMIENTO QUE TIENE EN SU HOGAR

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Televisor	99.9	100.0	99.8	99.8	100.0	98.5	100.0	100.0	99.3	98.9	100.0	100.0	99.1	100.0	99.8	100.0	99.3	99.6	100.0	100.0	97.1
Cocina	98.5	98.9	94.2	100.0	96.4	98.9	97.1	95.6	95.3	97.8	99.8	96.9	95.3	99.8	95.6	95.8	99.3	98.2	99.1	99.6	99.1
Radio	95.5	96.1	96.5	97.8	96.2	85.9	85.4	98.7	97.6	99.3	97.3	96.9	86.2	92.7	97.8	98.0	95.8	92.9	87.3	95.1	96.0
Refrigeradora	87.5	93.4	83.8	53.1	55.8	76.6	71.9	64.2	37.5	61.2	52.9	82.0	62.9	79.4	74.9	41.2	85.6	63.3	80.7	72.0	55.1
DVD	82.7	87.3	66.8	74.7	64.2	68.2	64.2	72.4	83.4	71.2	96.0	68.7	64.0	61.7	66.9	57.3	65.8	67.5	60.2	66.4	61.6
Celular	75.5	72.2	77.4	99.6	67.1	90.5	89.4	99.3	94.7	94.7	96.7	80.2	66.4	95.8	84.2	97.6	68.4	91.8	94.4	77.8	65.6
Normal	53.0	47.7	50.0	68.0	52.0	76.4	75.7	94.2	74.3	75.2	58.2	63.8	55.3	87.8	68.0	92.9	58.2	76.1	75.1	64.0	52.0
Smartphone	33.4	35.4	31.9	34.2	16.0	21.9	28.5	21.3	23.7	29.3	42.9	19.8	12.0	44.0	17.8	14.4	17.8	40.7	19.6	18.9	16.0
Computadora/ laptop	61.9	65.6	60.4	46.9	34.0	53.2	54.2	62.2	55.4	50.3	56.9	48.2	26.7	44.9	49.6	56.4	48.7	52.0	46.0	40.4	34.0
Lavadora	53.8	60.9	44.0	29.6	20.2	27.1	44.0	35.6	22.2	27.9	37.8	33.3	23.6	34.7	20.2	16.6	22.0	33.0	35.3	32.2	24.7
Horno microondas	46.0	52.6	39.8	18.4	20.0	21.6	34.5	25.1	22.2	17.3	27.8	30.2	12.2	19.9	12.2	19.5	22.4	31.6	22.0	22.2	20.4
Video Juegos	22.9	24.8	20.6	14.2	9.8	14.1	27.9	14.2	12.9	11.1	17.8	21.1	6.0	18.1	11.3	13.3	14.0	28.5	16.2	6.2	6.7
Congeladora	3.6	3.5	4.0	0.0	0.9	3.7	6.9	2.4	2.7	2.2	0.4	2.9	5.8	4.6	6.7	2.9	2.0	4.9	5.1	1.6	0.2
Total : Múltiple																					
Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450

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TOTAL NACIONAL POR CIUDADES

SERVICIOS QUE TIENE EN SU HOGAR

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
TV pagada	75.0	84.2	55.8	41.6	40.2	40.9	49.1	35.3	34.6	43.2	55.8	50.0	52.7	43.4	36.9	27.4	39.6	47.8	52.4	81.1	38.7
Internet dedicado	50.5	56.3	49.8	19.3	17.3	34.4	43.4	23.3	26.6	33.5	38.7	37.8	7.6	35.8	17.1	15.0	30.2	43.1	30.9	27.1	12.4
Teléfono fijo	43.4	48.3	30.8	8.7	13.6	30.7	44.9	21.8	26.6	21.5	20.2	33.1	32.9	33.6	21.1	14.2	11.8	38.9	12.7	19.6	4.7
Ninguno	20.1	12.9	38.1	57.3	56.7	37.2	33.8	58.2	53.7	50.8	37.8	41.3	36.9	44.7	53.6	67.7	47.1	32.5	39.8	17.1	60.0
Total : Múltiple																					
Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450

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TOTAL NACIONAL POR CIUDADES

NÚMERO DE ARTEFACTOS QUE TIENE EN EL HOGAR

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
TELEVISOR																					
Ningún televisor	0.1	0.0	0.2	0.2	0.0	1.5	0.0	0.0	0.4	1.1	0.0	0.0	1.1	0.0	0.2	0.0	0.7	0.4	0.0	0.0	2.7
1 televisor	51.2	49.4	54.4	73.8	72.0	56.1	29.6	39.1	51.7	58.8	83.8	49.8	78.9	86.5	64.0	45.1	50.9	27.7	86.4	72.4	70.0
2 televisores	31.4	32.3	33.2	21.3	21.1	28.4	40.7	42.7	33.0	34.4	14.0	23.3	11.8	10.0	33.6	36.7	31.6	38.5	11.8	24.0	22.7
3 televisores	12.5	13.2	11.3	4.4	4.0	10.2	16.8	15.3	12.0	5.1	2.2	18.2	6.4	3.5	2.2	11.3	11.6	21.2	1.3	2.0	3.8
4 televisores	3.6	3.7	0.9	0.2	1.6	2.6	10.8	2.2	2.2	0.7	0.0	6.7	1.3	0.0	0.0	5.3	4.7	9.3	0.4	1.3	0.7
5 televisores	0.6	0.6	0.0	0.0	0.9	1.1	2.0	0.7	0.7	0.0	0.0	2.0	0.4	0.0	0.0	1.1	0.7	2.4	0.0	0.2	0.2
6 televisores	0.6	0.8	0.0	0.0	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.0	0.0	0.0	0.0
Promedio	1.7	1.8	1.6	1.3	1.4	1.6	2.1	1.8	1.7	1.5	1.2	1.9	1.3	1.2	1.4	1.8	1.7	2.2	1.2	1.3	1.3
RADIO / EQUIPOS																					
Ninguna radio / equipo	4.5	3.9	3.5	2.2	3.8	14.3	14.6	1.3	2.4	0.4	2.7	3.1	13.1	7.3	2.4	2.0	4.2	7.1	12.7	4.9	3.8
1 radio	80.5	80.6	80.3	83.3	81.1	72.9	77.7	68.0	79.4	91.4	94.7	90.2	82.7	88.5	93.1	68.8	79.1	75.2	84.2	78.2	74.9

2 radios	12.8	13.3	15.0	14.2	12.7	10.6	6.2	26.0	16.0	7.8	2.7	6.0	3.1	3.8	4.4	22.6	15.1	13.7	2.9	16.7	19.8
3 radios	1.5	1.5	1.1	0.2	2.0	1.3	1.1	4.2	1.8	0.4	0.0	0.7	1.1	0.4	0.0	5.8	1.3	3.3	0.2	0.2	1.6
4 radios	0.4	0.4	0.0	0.0	0.2	0.4	0.2	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.2	0.4	0.0	0.0	0.0
5 radios	0.1	0.2	0.0	0.0	0.2	0.2	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
6 radios	0.1	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Promedio	1.1	1.2	1.1	1.1	1.1	1.0	1.0	1.3	1.2	1.1	1.0	1.0	0.9	1.0	1.0	1.3	1.1	1.2	0.9	1.1	1.2
COMPUT. / LAPTOP / TABLET																					
Ninguna computadora/laptop/ tablet	38.1	34.4	39.6	53.1	66.4	47.4	45.8	37.8	44.6	49.9	43.1	52.2	73.3	55.8	51.3	43.6	51.3	48.0	54.7	59.6	66.0
1 computadora/laptop	48.6	50.7	56.4	35.6	28.9	46.5	40.9	54.4	47.2	36.4	52.2	40.0	24.0	38.3	40.0	47.6	42.2	36.7	41.8	36.4	32.2
2 computadoras/laptops	10.2	11.5	2.7	10.9	2.2	4.1	10.0	6.4	6.9	9.3	4.7	7.6	2.0	5.5	5.3	4.4	5.3	12.2	3.6	3.3	1.3
3 computadoras/laptops	2.3	2.6	1.1	0.4	1.8	1.7	2.4	1.1	1.1	4.0	0.0	0.2	0.4	0.4	3.3	3.8	1.1	2.7	0.0	0.4	0.2
4 computadoras/laptops	0.6	0.6	0.2	0.0	0.7	0.2	0.9	0.2	0.2	0.4	0.0	0.0	0.2	0.0	0.0	0.7	0.0	0.4	0.0	0.2	0.2
5 computadoras/laptops	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Promedio	0.8	0.9	0.7	0.6	0.4	0.6	0.7	0.7	0.7	0.7	0.6	0.6	0.3	0.5	0.6	0.7	0.6	0.7	0.5	0.5	0.4
VIDEO JUEGO																					
Ningún video juego	77.2	75.2	79.4	85.8	90.9	87.0	72.1	85.8	86.9	88.9	82.2	79.8	94.0	82.1	89.8	86.7	86.0	72.8	84.4	93.8	93.3
1 video juego	21.7	23.5	19.9	14.2	8.2	12.3	25.0	14.0	13.1	10.6	17.6	20.2	5.8	17.7	10.0	13.3	13.3	24.3	15.6	6.0	6.7
2 video juego	1.0	1.1	0.7	0.0	0.9	0.2	2.7	0.0	0.0	0.4	0.2	0.0	0.2	0.2	0.2	0.0	0.7	2.7	0.0	0.2	0.0
3 video juego	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
4 video juego	0.1	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Promedio	0.2	0.3	0.2	0.1	0.1	0.1	0.3	0.1	0.1	0.1	0.2	0.2	0.1	0.2	0.1	0.1	0.1	0.3	0.2	0.1	0.1
Total : 100%																					
Base: Total de entrev.	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450

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TOTAL NACIONAL POR CIUDADES

LUGAR DONDE SE ENCUENTRA EL TELEVISOR

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Sala	87.8	90.4	82.9	99.8	63.8	73.8	90.7	42.2	58.8	71.7	97.3	84.9	87.6	100.0	91.8	40.7	95.7	75.3	99.6	81.6	75.6
Dormitorio principal	41.5	41.5	34.4	20.5	29.6	47.0	61.1	75.8	48.1	42.6	14.2	51.6	22.5	10.8	27.4	79.9	43.4	67.3	8.9	20.2	17.1
Dormitorio del encuestado	22.0	21.4	37.9	3.8	15.8	24.4	37.8	34.9	32.5	12.3	4.4	32.7	8.5	5.1	7.3	27.2	18.6	44.4	5.6	11.6	13.7
Comedor	5.4	5.7	0.4	0.2	17.3	3.7	1.1	14.0	3.3	2.0	0.0	5.6	1.3	0.0	4.0	11.9	1.1	8.7	0.0	9.8	13.5
Cocina	3.1	2.7	1.6	0.4	4.0	3.1	3.8	6.0	10.7	10.1	0.0	4.4	2.2	0.2	3.6	8.0	2.9	12.0	0.0	0.9	1.6
Otro lugar	12.0	13.4	1.3	6.0	7.6	9.0	17.7	7.8	11.8	7.8	2.4	8.0	7.6	0.9	4.0	13.1	9.6	11.6	1.8	7.8	12.1
Total : Múltiple																					
Base: Total de entrevistados que tienen algún televisor	9775	1240	451	449	450	455	452	450	449	446	450	450	445	452	449	452	447	450	450	450	438

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TOTAL NACIONAL POR CIUDADES

LUGAR DONDE SE ENCUENTRA LA RADIO / EQUIPO DE SONIDO

TOTAL	CIUDAD																			
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		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Sala	76.7	78.3	68.6	99.3	42.7	69.4	86.5	45.3	50.7	61.9	100.0	77.1	81.6	100.0	67.4	27.3	83.1	76.0	100.0	50.7	42.7
Dormitorio principal	10.7	10.0	7.6	2.0	10.2	14.6	8.5	31.5	15.2	21.6	0.7	8.7	12.8	1.9	18.0	48.3	6.7	14.0	0.8	14.5	15.7
Cocina	10.3	9.4	18.8	9.8	26.8	6.6	3.9	22.1	31.4	13.6	1.1	9.9	2.6	2.1	7.1	26.2	21.1	11.9	0.5	20.1	28.6
Comedor	8.9	9.6	2.5	1.4	28.6	7.8	2.3	15.3	6.8	2.7	0.2	6.4	1.8	0.2	5.5	14.7	1.6	6.0	0.0	21.7	26.1
Dormitorio del encuestado	5.7	5.0	18.6	1.1	6.5	12.4	7.5	15.3	9.1	3.8	0.5	4.6	2.0	0.7	1.4	10.8	3.2	9.5	2.0	4.7	5.8
Otro lugar	6.6	7.4	1.8	1.4	3.9	5.8	2.6	6.5	8.0	5.1	0.2	0.9	5.4	0.0	5.2	9.5	3.2	5.0	0.5	6.3	4.6
Total : Múltiple																					
Base: Total de entrevistados que tienen alguna radio	9287	1192	436	440	433	396	386	444	440	449	438	436	391	419	439	443	431	420	393	428	433

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TOTAL NACIONAL POR CIUDADES

LUGAR DONDE SE ENCUENTRA LA COMPUTADORA / LAPTOP / TABLET

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Sala	57.0	57.9	64.5	80.1	18.5	35.8	57.6	45.0	41.2	53.5	96.9	46.0	55.8	90.5	49.8	29.0	67.6	41.7	91.2	17.0	14.4
Dormitorio principal	25.0	24.7	8.8	23.7	33.8	32.9	25.7	29.3	22.4	42.5	5.1	29.8	23.3	8.5	46.6	52.2	17.4	42.1	1.0	18.7	24.8

encuestado	22.3	21.9	33.0	6.6	37.7	28.0	31.0	22.9	23.2	21.7	2.3	30.7	15.0	8.5	11.9	15.3	18.3	36.6	6.4	24.2	26.8
Comedor	1.6	1.6	0.4	0.0	1.3	1.2	0.4	8.9	0.8	0.4	0.0	1.4	1.7	0.0	1.4	2.7	0.0	1.7	0.5	1.6	0.7
Cocina	0.2	0.1	0.4	0.0	0.7	0.0	0.0	0.7	0.0	0.0	0.0	0.5	1.7	0.0	2.7	1.6	0.0	0.9	0.0	0.0	0.0
Otro lugar	20.8	22.7	2.2	14.7	27.2	12.8	15.5	6.4	28.0	19.5	3.9	8.4	14.2	7.0	11.9	21.2	11.9	11.5	8.8	48.9	39.9
Total : Múltiple																					

Base: Total de entrevistados que tienen alguna computadora / laptop	4951	814	273	211	151	243	245	280	250	226	256	215	120	200	219	255	219	235	204	182	153
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TOTAL NACIONAL POR CIUDADES

LUGAR DONDE SE ENCUENTRA EL VIDEO JUEGO

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Dormitorio del encuestado	40.7	39.9	72.0	23.4	53.7	36.7	37.3	54.7	52.5	40.0	18.8	37.4	11.1	23.5	37.0	51.7	55.6	46.3	27.1	60.7	30.0
Sala	22.0	20.1	15.1	45.3	14.6	30.0	38.9	14.1	23.7	36.0	57.5	15.4	70.4	63.0	30.4	6.7	22.2	27.6	57.1	10.7	13.3
Dormitorio principal	13.0	13.3	3.2	23.4	4.9	20.0	7.1	14.1	0.0	2.0	8.8	12.1	14.8	6.2	10.9	13.3	4.8	22.8	2.9	3.6	6.7
Comedor	0.4	0.3	0.0	0.0	0.0	0.0	0.0	6.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	1.6	0.0	0.0	0.0
Cocina	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Otro lugar	28.4	30.5	12.9	7.8	34.1	20.0	26.2	14.1	23.7	26.0	16.3	36.3	7.4	8.6	23.9	26.7	22.2	12.2	12.9	28.6	50.0

Total : Múltiple																					
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Base: Total de entrevistados que tienen algún video juego	1564	308	93	64	41	60	126	64	59	50	80	91	27	81	46	60	63	123	70	28	30
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TOTAL NACIONAL POR CIUDADES

FRECUENCIA DE CONSUMO

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
VER TV																					
Diario	86.8	88.5	74.1	97.8	86.4	81.6	80.8	71.1	74.5	77.4	88.0	82.0	80.4	93.6	92.0	73.9	77.8	77.4	88.0	86.7	81.8
Algunos días de la semana	12.8	11.2	25.2	2.2	13.6	16.9	18.8	27.3	25.3	22.2	12.0	17.8	19.6	6.4	7.3	24.1	20.9	21.7	11.8	13.3	17.3
Algunas veces al mes	0.3	0.2	0.7	0.0	0.0	1.5	0.4	1.3	0.2	0.4	0.0	0.2	0.0	0.2	1.8	1.3	0.9	0.2	0.0	0.9	
Nunca	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.4	0.2	0.0	0.0	0.0	0.0	0.0	
ESCUCHAR RADIO																					
Diario	37.7	38.5	40.7	40.2	44.2	32.5	20.8	51.8	35.9	21.5	43.3	44.2	36.7	31.4	22.0	37.2	39.1	25.4	35.1	50.4	52.2
Algunos días de la semana	29.7	28.2	43.6	25.3	31.8	29.2	32.5	29.6	43.5	35.7	22.2	21.1	45.1	32.3	37.3	42.0	26.7	38.7	27.3	28.0	21.8
Algunas veces al mes	3.0	1.9	4.0	0.0	3.1	10.0	9.1	6.2	13.1	16.0	0.2	8.7	2.9	0.2	8.7	6.6	8.0	9.3	0.9	1.1	1.6
Nunca	29.5	31.3	11.7	34.4	20.9	28.4	37.6	12.4	7.5	26.8	34.2	26.0	15.3	36.1	32.0	14.2	26.2	26.5	36.7	20.4	24.4
JUGAR VIDEO JUEGOS																					
Diario	4.8	5.2	1.8	0.2	2.7	3.7	7.1	4.7	3.1	1.6	2.9	8.4	2.7	2.7	2.2	3.3	2.7	5.8	7.8	2.2	2.0
Algunos días de la semana	18.1	18.8	13.9	10.0	10.0	11.5	22.6	21.1	12.6	15.5	12.9	10.9	15.1	15.5	18.4	21.2	12.7	22.8	22.0	10.0	7.3

Algunas veces al mes	6.4	5.4	10.8	1.1	8.0	12.3	11.9	8.2	13.1	12.9	0.0	6.9	1.8	1.3	8.2	9.7	12.0	20.6	1.8	4.0	5.3
Nunca	70.8	70.6	73.5	88.7	79.3	72.5	58.4	66.0	71.2	70.1	84.2	73.8	80.4	80.5	71.1	65.7	72.7	50.9	68.4	83.8	85.3
NAVEGAR EN INTERNET																					
Diario	36.5	40.9	33.2	9.6	14.7	26.4	33.2	18.2	14.6	14.2	19.6	33.1	6.9	20.1	18.7	18.6	17.6	28.1	25.6	20.9	9.1
Algunos días de la semana	43.2	42.7	38.1	60.9	47.1	40.5	46.9	51.8	59.4	46.1	53.3	36.9	30.2	44.9	39.8	38.9	48.0	52.0	36.4	48.0	52.4
Algunas veces al mes	4.4	3.0	10.8	0.7	7.8	12.3	7.5	14.9	13.3	11.1	0.4	11.3	1.1	1.5	7.8	18.6	13.8	11.3	0.7	3.8	2.7
Nunca	16.0	13.5	17.9	28.9	30.4	20.8	12.4	15.1	12.6	28.6	26.7	18.7	61.8	33.4	33.8	23.9	20.7	8.6	37.3	27.3	35.8
Total : 100%																					

Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450
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C - 08

TOTAL NACIONAL POR CIUDADES

ACTIVIDADES REALIZADAS DE LUNES A VIERNES

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Veo TV	99.3	99.3	99.8	99.8	99.8	97.8	99.8	98.2	100.0	99.3	99.8	99.8	100.0	99.6	99.8	99.1	98.2	99.6	99.8	99.8	97.8
Voy a clases	99.2	99.2	99.6	99.8	99.8	99.8	99.6	98.9	98.9	97.1	99.6	97.6	98.2	100.0	96.7	99.6	99.3	100.0	99.6	99.8	99.8
Estudio / Hago tareas	97.9	97.7	98.7	99.8	96.7	99.4	99.3	98.7	99.6	98.0	99.6	98.2	97.1	98.0	94.4	98.9	97.8	99.6	98.4	99.3	98.7
Navego por internet	76.9	79.6	81.2	70.0	48.0	61.0	77.4	77.1	80.7	57.0	72.4	72.9	34.7	65.0	53.6	70.6	71.6	88.9	60.4	48.0	40.2
Apoyo en labores del hogar	76.1	76.0	49.6	89.8	56.2	88.1	86.1	90.0	91.1	82.7	84.2	52.7	85.1	73.5	83.1	79.9	70.0	84.7	90.2	59.8	56.7
Juego	66.2	66.7	54.0	71.6	60.0	53.7	46.9	79.8	72.5	68.3	73.6	67.1	66.7	65.9	78.9	81.9	76.2	60.4	88.4	49.3	53.3
Escucho la radio	63.7	61.6	85.6	66.7	68.0	60.0	56.6	80.4	83.8	62.3	66.2	71.6	76.0	63.3	58.7	83.2	67.8	70.8	62.2	69.1	67.1
Hago deporte	43.9	40.9	29.9	20.9	56.2	54.5	26.3	65.3	67.4	50.8	15.1	53.1	89.8	51.3	70.7	47.6	59.3	61.1	72.2	63.3	55.3

Uso los video juegos	18.9	19.0	16.8	10.0	8.9	15.8	22.8	26.9	15.5	15.5	13.6	16.7	16.2	15.9	16.7	28.1	15.1	32.1	28.7	7.6	6.0
Trabajo	0.5	0.3	0.7	0.4	2.0	1.5	0.2	0.7	0.9	0.2	0.9	0.4	2.2	0.9	0.0	0.9	2.2	2.9	0.7	1.3	0.4
Total : Múltiple																					

Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450
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C - 09

TOTAL NACIONAL POR CIUDADES

CANTIDAD DE HORAS DIARIAS DEDICADAS A IR A CLASES DE LUNES A VIERNES

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
04:00	0.1	0.1	0.0	0.0	0.7	0.0	0.2	0.4	0.4	0.4	0.0	0.2	3.1	0.0	0.2	0.2	0.0	0.0	0.0	0.4	0.7
05:00	28.5	25.7	1.5	91.1	61.3	18.6	16.4	56.2	36.4	9.1	88.7	30.0	46.9	87.2	20.2	15.0	17.8	32.1	81.1	61.8	54.9
05:30	1.2	0.2	4.2	0.0	0.0	8.0	31.4	0.9	0.0	0.9	0.0	5.3	0.4	0.0	0.2	1.8	10.2	0.0	0.0	0.0	
06:00	36.4	35.0	46.7	4.4	30.9	45.7	46.5	29.1	41.0	72.1	10.0	38.0	37.8	8.8	72.4	73.2	57.6	52.7	16.4	28.0	32.2
06:30	0.5	0.4	4.6	0.0	0.0	0.2	0.7	0.2	0.2	1.6	0.0	2.0	0.0	0.0	0.0	4.2	0.7	0.0	0.0	0.0	
07:00	19.9	22.8	23.5	4.0	6.0	24.7	4.2	7.1	15.5	8.2	0.2	14.7	7.3	2.7	3.1	7.1	12.7	4.2	1.6	7.3	9.6
07:30	0.1	0.1	0.4	0.0	0.0	0.0	0.0	0.2	0.2	0.7	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
08:00	12.1	14.6	18.6	0.0	0.4	1.7	0.2	4.7	4.7	4.0	0.7	6.2	2.2	1.3	0.4	3.8	4.0	0.2	0.4	2.2	2.0
08:30	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	
09:00	0.2	0.2	0.0	0.0	0.2	0.9	0.0	0.0	0.2	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	
No realiza la actividad	0.8	0.8	0.4	0.2	0.2	0.2	0.4	1.1	1.1	2.9	0.4	2.4	1.8	0.0	3.3	0.4	0.7	0.0	0.4	0.2	0.2
Horas promedio	05:46	06:16	06:36	05:07	05:27	06:04	05:43	05:35	05:52	06:05	05:07	05:57	05:33	05:10	05:49	05:59	06:04	05:40	05:12	05:29	05:34
Total 100%																					
Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450

TOTAL NACIONAL POR CIUDADES

CANTIDAD DE HORAS DIARIAS DEDICADAS A ESTUDIAR O HACER LAS TAREAS DE LUNES A VIERNES

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
00:10	0.1	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
00:20	0.1	0.1	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.0	0.2	0.0	0.2	0.0	0.2	0.0	0.0	0.7	0.0	0.0	0.0
00:30	3.5	3.5	3.5	9.3	0.4	5.0	6.6	0.9	2.4	1.6	3.8	1.8	2.4	2.7	2.9	0.2	3.3	4.0	7.1	0.0	0.0
01:00	26.2	25.5	23.0	37.8	47.3	24.5	29.4	25.3	26.8	39.0	23.1	17.3	28.9	24.3	51.1	22.8	16.7	32.3	27.1	29.6	31.8
01:30	1.9	2.1	2.0	0.4	0.0	1.7	3.8	0.2	1.8	0.9	0.7	1.1	0.9	1.1	0.4	0.2	3.6	1.5	2.2	0.0	0.0
02:00	48.4	48.5	57.1	46.0	41.1	36.6	45.1	50.0	48.8	48.3	60.4	56.0	46.2	54.4	34.7	53.5	47.8	48.7	38.0	50.4	55.3
02:30	0.5	0.5	1.1	0.0	0.0	0.6	0.4	0.7	0.2	0.4	0.0	1.3	0.2	0.9	0.0	0.7	0.9	0.4	0.0	0.0	0.0
03:00	13.5	13.7	11.1	5.1	6.7	19.0	12.6	16.4	16.4	7.1	8.9	16.4	15.3	10.4	4.2	19.2	18.2	10.8	16.9	17.1	8.9
03:30	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
04:00	2.9	3.0	0.9	0.2	1.1	8.7	0.9	2.9	2.4	0.4	0.9	2.9	3.1	3.1	0.9	1.8	4.2	1.1	4.4	2.2	2.2
05:00	0.4	0.4	0.0	0.0	0.0	1.3	0.2	1.6	0.7	0.0	0.2	0.7	0.0	0.4	0.0	0.9	1.6	0.0	1.1	0.0	0.4
06:00	0.2	0.2	0.0	0.0	0.0	1.1	0.0	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
No realiza la actividad	2.1	2.3	1.3	0.2	3.3	0.6	0.7	1.3	0.4	2.0	0.4	1.8	2.9	2.0	5.6	1.1	2.2	0.4	1.6	0.7	1.3
Horas promedio	01:50	01:53	01:50	01:31	01:35	02:06	01:44	02:00	01:55	01:39	01:47	02:02	01:53	01:52	01:29	02:01	02:06	01:44	01:53	01:55	01:49
Total 100%																					
Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450

TOTAL NACIONAL POR CIUDADES

CANTIDAD DE HORAS DIARIAS DEDICADAS AL JUEGO DE LUNES A VIERNES

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
00:10	0.1	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
00:15	0.2	0.2	0.4	0.0	0.0	0.0	1.3	3.6	0.0	0.0	0.4	0.2	0.0	0.0	0.0	0.0	0.2	0.7	0.0	0.0	0.0
00:20	0.1	0.0	0.0	0.0	0.0	0.0	0.9	1.6	0.0	0.2	0.0	0.0	0.0	1.8	0.0	0.0	1.1	0.7	0.7	0.0	0.0
00:30	8.3	8.9	16.6	13.6	0.0	3.0	8.4	4.7	10.2	4.7	7.3	7.6	2.4	5.1	1.8	1.5	8.9	3.8	5.1	0.0	0.0
01:00	38.1	39.8	22.3	32.4	43.3	26.8	20.8	42.2	32.2	37.7	47.1	28.7	30.2	40.0	44.0	39.4	32.7	29.2	43.8	32.4	38.4
01:30	0.2	0.1	0.4	0.2	0.0	1.1	1.1	0.4	0.9	0.4	0.0	1.1	0.2	0.0	0.0	0.2	1.1	0.9	0.4	0.0	0.0
02:00	15.7	15.0	13.1	23.8	14.4	18.2	10.6	22.4	19.7	21.5	15.6	24.9	20.4	12.8	26.4	27.7	20.7	16.2	23.1	13.3	13.3
03:00	2.8	2.3	0.7	1.1	2.2	3.5	2.7	2.9	8.0	2.7	3.1	3.3	12.0	2.9	5.3	11.3	4.9	6.4	9.8	2.7	1.3
04:00	0.6	0.4	0.4	0.0	0.0	0.6	0.4	0.9	1.3	0.7	0.0	0.7	0.9	2.0	1.1	1.8	3.3	1.5	3.6	0.9	0.0
05:00	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.2	0.4	0.0	0.2	0.2	0.2	0.0	0.0	1.3	0.4	1.1	0.0	0.2
No realiza la actividad	33.8	33.3	46.0	28.4	40.0	46.3	53.1	20.2	27.5	31.7	26.4	32.9	33.3	34.1	21.1	18.1	23.8	39.6	11.6	50.7	46.7
Horas promedio	01:24	01:14	01:08	01:16	01:18	01:30	01:15	01:19	01:29	01:24	01:14	01:27	01:42	01:19	01:30	01:40	01:34	01:33	01:38	01:25	01:19
Total 100%																					
Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450

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TOTAL NACIONAL POR CIUDADES

CANTIDAD DE HORAS DIARIAS DEDICADAS AL APOYO EN LABORES DEL HOGAR DE LUNES A VIERNES

TOTAL	CIUDAD																		
	LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO

	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
00:05	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.0
00:10	1.7	1.7	1.1	3.1	0.0	0.9	0.9	0.2	0.0	0.0	6.7	0.0	0.0	11.9	0.2	0.0	0.4	0.4	5.3	0.0	0.0
00:15	1.7	1.6	3.1	0.0	0.0	3.9	6.2	1.8	3.3	0.0	2.4	0.2	0.2	0.2	0.4	6.0	2.2	1.8	0.0	0.0	0.0
00:20	1.1	1.0	0.2	0.7	0.0	0.6	2.2	1.3	0.0	0.0	1.6	0.0	0.0	7.3	0.0	0.2	3.3	0.7	3.1	0.0	0.0
00:30	22.9	24.4	29.2	32.4	0.2	13.9	26.8	3.3	13.7	13.5	29.1	12.0	19.3	29.6	10.4	4.9	25.3	15.7	25.1	0.0	0.0
00:40	0.1	0.1	0.0	0.0	0.0	0.4	0.4	0.2	0.2	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.4	0.7	0.2	0.0	0.0
00:45	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.0
01:00	34.5	34.4	11.9	37.6	45.1	40.7	36.5	51.8	40.8	39.7	36.7	28.9	41.6	18.8	40.9	50.2	22.7	38.3	40.7	56.0	50.7
01:30	0.6	0.6	0.4	0.0	0.0	0.9	1.5	0.2	1.1	0.0	0.2	1.1	0.2	0.4	0.0	0.2	2.7	1.8	0.9	0.0	0.0
02:00	10.0	9.1	2.7	14.7	10.4	17.3	8.2	22.9	22.4	24.4	6.7	8.0	17.6	2.9	24.9	19.5	6.2	15.9	8.0	3.3	5.6
03:00	2.8	2.7	0.4	1.1	0.4	7.1	2.2	6.0	6.0	3.3	0.9	1.1	4.7	0.7	4.7	3.1	1.6	7.3	1.8	0.2	0.2
04:00	0.4	0.2	0.0	0.2	0.0	1.5	0.2	1.6	2.2	1.1	0.0	0.7	1.3	0.0	0.4	1.1	0.2	0.9	1.3	0.2	0.0
No realiza la actividad	23.9	24.0	50.4	10.2	43.8	11.9	13.9	10.0	8.9	17.3	15.8	47.3	14.9	26.5	16.9	20.1	30.0	15.3	9.8	40.2	43.3
Horas promedio	01:07	00:59	00:43	00:58	01:11	01:19	00:55	01:25	01:24	01:22	00:49	01:10	01:15	00:38	01:27	01:20	00:55	01:17	00:59	01:04	01:07
Total 100%																					
Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450

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TOTAL NACIONAL POR CIUDADES

CANTIDAD DE HORAS DIARIAS DEDICADAS A ESCUCHAR RADIO DE LUNES A VIERNES

TOTAL	CIUDAD																				
	LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
00:05	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
00:10	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	1.1	0.4	0.4	0.0	0.0
00:15	0.4	0.2	0.9	0.2	0.0	0.9	0.4	2.2	6.7	0.2	0.0	0.2	0.0	0.2	0.0	0.0	2.2	0.7	0.0	0.0	0.0

00:20	0.3	0.2	0.0	0.7	0.0	0.6	0.9	0.4	0.2	0.4	0.0	0.0	0.0	2.9	0.7	0.0	1.6	0.7	0.2	0.0	0.0
00:30	11.9	11.8	33.0	12.2	0.7	6.1	12.8	5.3	23.1	12.0	7.6	15.6	12.2	11.3	10.2	8.8	15.1	4.6	6.9	0.2	0.2
00:40	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.2	0.0	0.0	0.9	0.0	0.0	0.2	0.0	0.0	0.0	0.0
01:00	30.7	30.4	40.9	34.7	45.1	27.5	20.1	33.1	31.9	15.7	34.0	34.0	35.6	26.5	24.9	35.6	28.2	30.1	24.2	39.8	45.3
01:30	0.5	0.6	0.4	0.0	0.0	0.4	0.4	0.0	0.4	0.9	0.0	0.9	0.0	0.7	0.0	0.2	0.4	1.1	0.9	0.0	0.0
02:00	12.2	11.5	8.0	14.2	17.8	10.2	13.3	19.1	11.1	17.3	18.2	18.2	16.9	13.5	14.4	23.5	9.6	19.2	18.4	26.9	16.4
03:00	4.3	4.0	1.3	3.8	2.2	7.1	5.5	10.7	4.9	9.3	4.0	1.3	7.1	3.3	6.0	8.0	4.0	8.0	5.3	1.6	2.0
04:00	1.7	1.7	0.4	0.7	1.3	4.1	2.0	3.8	2.0	4.2	1.1	0.2	1.3	0.2	1.1	2.0	1.3	2.0	2.7	0.7	2.4
05:00	0.7	0.6	0.4	0.0	0.4	1.1	0.4	3.8	2.4	1.1	0.9	0.2	1.1	1.1	0.4	4.0	1.3	2.4	1.3	0.0	0.4
06:00	0.3	0.2	0.0	0.2	0.4	1.5	0.0	1.1	0.4	0.4	0.0	0.2	1.6	0.0	0.7	0.7	0.7	0.7	0.7	0.0	0.2
No realiza la actividad	36.3	38.4	14.4	33.3	32.0	40.0	43.4	19.6	16.2	37.7	33.8	28.4	24.0	36.7	41.3	16.8	32.2	29.2	37.8	30.9	32.9
Horas promedio	01:29	01:21	00:57	01:16	01:26	01:47	01:26	01:52	01:18	01:52	01:27	01:18	01:33	01:16	01:29	01:44	01:21	01:46	01:47	01:27	01:27
Total 100%																					
Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450

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TOTAL NACIONAL POR CIUDADES

CANTIDAD DE HORAS DIARIAS DEDICADAS A VER TELEVISION DE LUNES A VIERNES

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
00:30	4.7	5.2	8.0	6.0	0.2	1.3	0.9	2.2	4.9	2.2	5.1	5.3	0.2	3.8	0.9	0.9	7.1	1.1	3.8	0.0	0.0
01:00	20.6	22.1	20.8	38.7	11.6	11.7	12.6	25.6	15.5	10.4	30.2	14.0	5.6	16.8	9.8	14.4	25.3	11.9	22.0	13.3	21.8
01:30	1.5	1.6	3.3	0.0	0.0	0.6	1.3	0.9	1.6	1.1	2.0	0.9	0.2	0.0	0.2	0.2	2.2	1.3	1.1	0.0	0.0
02:00	35.2	35.7	52.7	42.7	44.7	29.7	24.8	38.9	28.4	21.7	40.2	22.2	21.6	41.4	22.2	33.8	39.1	25.0	25.8	36.0	36.0
02:30	0.6	0.6	0.7	0.0	0.0	0.2	2.4	0.2	0.0	0.2	0.0	0.2	0.2	0.0	0.0	0.0	0.9	1.8	0.0	0.0	0.0
03:00	23.4	22.4	11.9	11.1	37.1	30.1	29.4	19.8	35.0	39.9	18.9	29.3	26.0	28.3	29.8	35.4	12.9	29.2	25.1	31.3	31.6

03:30	0.2	0.2	0.0	0.0	0.0	0.6	1.3	0.0	0.0	0.9	0.0	0.2	0.0	0.0	0.0	0.0	0.2	1.5	0.0	0.0	0.0
04:00	9.4	8.2	2.4	0.7	5.3	16.5	15.9	5.8	10.4	18.0	2.7	25.3	31.3	6.2	27.3	11.1	7.3	20.4	11.8	14.4	6.7
05:00	2.8	2.4	0.0	0.7	0.7	4.8	6.9	1.3	3.1	3.8	0.4	2.0	13.3	2.7	7.3	2.7	2.0	6.6	7.1	4.7	1.6
06:00	0.7	0.7	0.0	0.0	0.2	1.7	2.9	0.7	0.4	0.9	0.0	0.0	0.9	0.2	1.3	0.4	0.2	0.2	1.8	0.0	0.2
07:00	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.7	0.0	0.0
08:00	0.1	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.2	0.2	0.0	0.0	0.2	0.0	0.0
No realiza la actividad	0.7	0.7	0.2	0.2	0.2	2.2	0.2	1.8	0.0	0.7	0.2	0.2	0.0	0.4	0.2	0.9	1.8	0.4	0.2	0.2	2.2
Horas promedio	02:25	02:11	01:49	01:40	02:23	02:45	02:51	02:02	02:27	02:47	01:51	02:38	03:18	02:17	03:01	02:31	01:57	02:48	02:32	02:36	02:17
Total 100%																					
Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450

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TOTAL NACIONAL POR CIUDADES

CANTIDAD DE HORAS DIARIAS DEDICADAS A HACER DEPORTE DE LUNES A VIERNES

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
00:15	0.1	0.0	0.0	0.0	0.0	0.0	0.0	5.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	
00:20	0.1	0.0	0.0	0.0	0.0	0.0	1.5	1.3	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.4	1.5	0.0	0.0	0.0	
00:30	4.6	4.8	11.3	0.7	0.0	0.9	2.9	2.4	7.3	3.8	0.2	11.1	0.4	2.9	0.7	2.2	9.1	4.2	2.0	0.0	
00:40	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	
00:45	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	
00:50	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
01:00	27.1	26.2	14.8	16.7	40.4	31.6	14.2	34.7	32.4	27.7	11.3	28.0	40.0	37.4	33.6	25.2	28.9	35.4	43.6	34.7	
01:30	0.3	0.2	1.1	0.0	0.0	0.4	0.2	0.2	0.4	0.4	0.2	1.1	1.6	0.2	0.4	1.6	1.1	0.7	0.0	0.0	
02:00	9.4	7.7	2.0	3.6	14.2	16.9	6.2	18.4	21.3	15.5	3.3	10.0	39.3	7.3	28.9	16.8	16.4	14.2	16.9	27.8	
03:00	1.8	1.5	0.4	0.0	1.6	2.6	1.1	2.2	4.2	2.9	0.0	2.2	8.4	2.2	6.2	2.4	0.9	4.4	5.6	0.9	
04:00	0.2	0.2	0.0	0.0	0.0	1.3	0.2	0.2	1.3	0.4	0.0	0.4	0.0	0.0	0.9	0.0	0.7	0.0	1.8	0.0	

05:00	0.1	0.1	0.0	0.0	0.0	0.2	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	1.1	0.0	0.0	
No realiza la actividad	56.1	59.1	70.1	79.1	43.8	45.5	73.7	34.7	32.6	49.2	84.9	46.9	10.2	48.7	29.3	52.4	40.7	38.9	27.8	36.7	44.7
Horas promedio	01:22	01:13	00:55	01:09	01:18	01:29	01:15	01:16	01:27	01:24	01:13	01:12	01:37	01:11	01:38	01:27	01:17	01:19	01:31	01:28	01:25
Total 100%																					
Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450

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TOTAL NACIONAL POR CIUDADES

CANTIDAD DE HORAS DIARIAS DEDICADAS A NAVEGAR POR INTERNET DE LUNES A VIERNES

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
00:15	0.4	0.2	0.2	0.0	0.0	0.6	0.0	7.6	7.5	0.0	0.0	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.0	0.0	0.0
00:20	0.1	0.1	0.0	0.2	0.0	0.0	0.2	5.3	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.4	0.0	0.2	0.0	0.0	0.0
00:30	12.9	12.4	22.6	30.9	0.2	9.3	13.7	9.6	30.2	21.5	20.7	20.2	4.0	15.9	11.3	8.6	19.6	10.0	10.7	0.0	0.7
01:00	36.7	38.1	36.7	32.4	39.6	27.7	30.5	32.7	28.2	22.8	37.8	34.4	18.0	33.6	28.0	42.0	30.2	36.9	26.2	37.8	36.2
01:30	1.2	1.2	0.7	0.2	0.0	1.1	0.9	1.1	1.1	0.4	1.1	0.9	0.7	1.1	0.7	0.2	2.2	2.2	1.1	0.0	0.0
02:00	16.6	17.6	17.9	5.6	6.0	13.2	19.0	14.2	8.4	8.9	9.6	13.6	9.6	9.7	8.9	15.3	11.8	24.8	12.4	8.2	1.6
02:30	0.1	0.2	0.2	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.2	0.2	0.0	0.0	
03:00	5.5	5.9	2.4	0.2	2.0	5.8	8.6	4.7	4.0	2.2	2.4	2.7	1.1	3.3	1.8	3.1	3.6	10.6	5.3	1.6	1.1
04:00	2.3	2.7	0.2	0.0	0.2	1.7	2.4	0.9	0.4	0.7	0.9	0.4	1.1	0.2	2.0	1.1	1.6	1.5	2.7	0.2	0.2
05:00	1.0	1.1	0.2	0.4	0.0	0.9	1.1	0.2	0.7	0.2	0.0	0.0	0.2	0.0	0.0	0.9	1.3	1.1	0.2	0.2	
06:00	0.1	0.2	0.0	0.0	0.0	0.2	0.4	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.2
No realiza la actividad	23.1	20.4	18.8	30.0	52.0	39.0	22.6	22.9	19.3	43.0	27.6	27.1	65.3	35.0	46.4	29.4	28.4	11.1	39.6	52.0	59.8
Horas promedio	01:17	01:27	01:10	00:53	01:13	01:32	01:34	01:10	01:00	01:05	01:06	01:09	01:24	01:08	01:18	01:18	01:15	01:36	01:33	01:16	01:09

Total 100%																					
Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450

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TOTAL NACIONAL POR CIUDADES

CANTIDAD DE HORAS DIARIAS DEDICADAS A LOS VIDEO JUEGOS DE LUNES A VIERNES

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
00:10	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.2	0.0	0.0	0.2	0.2	0.0	0.0
00:15	0.1	0.1	0.2	0.0	0.0	0.0	0.7	2.2	1.3	0.0	0.4	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.2	0.0	0.0
00:20	0.1	0.0	0.0	0.0	0.0	0.2	0.0	2.0	0.2	0.2	0.0	0.0	0.0	2.4	0.2	0.0	0.0	0.7	0.4	0.0	0.0
00:30	6.1	6.5	7.5	7.6	0.0	2.4	8.2	2.9	7.1	7.1	7.3	5.6	2.9	7.3	3.1	3.8	4.4	5.1	7.8	0.2	0.0
01:00	9.2	9.0	8.0	1.6	8.7	9.5	11.1	13.8	4.4	6.9	5.1	8.2	10.0	2.4	10.2	20.4	7.1	21.2	11.6	6.4	5.3
01:30	0.1	0.0	0.2	0.2	0.0	0.4	0.9	0.2	0.2	0.4	0.0	0.9	0.0	0.0	0.0	0.0	0.9	0.4	0.7	0.0	0.0
02:00	2.6	2.8	0.7	0.7	0.0	3.0	1.5	4.0	1.6	0.7	0.4	2.0	2.7	0.7	1.8	2.9	1.6	2.9	5.1	0.9	0.7
03:00	0.4	0.4	0.2	0.0	0.2	0.2	0.2	0.9	0.2	0.2	0.0	0.0	0.4	0.0	0.7	0.9	0.4	1.5	1.1	0.0	0.0
04:00	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0
No realiza la actividad	81.1	81.0	83.2	90.0	91.1	84.2	77.2	73.1	84.5	84.5	86.4	83.3	83.8	84.1	83.3	71.9	84.9	67.9	71.3	92.4	94.0
Horas promedio	01:00	01:02	00:50	00:42	01:03	01:08	00:55	01:03	00:56	00:50	00:43	00:58	01:11	00:32	01:12	01:05	01:02	01:05	01:09	01:06	01:06
Total 100%																					
Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450

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TOTAL NACIONAL POR CIUDADES

CANTIDAD DE HORAS DIARIAS DEDICADAS AL TRABAJO DE LUNES A VIERNES

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
01:00	0.1	0.1	0.0	0.0	0.2	0.6	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.0	0.7	0.2	0.7	0.2	0.0	0.0
02:00	0.1	0.0	0.4	0.2	0.2	0.2	0.0	0.2	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	1.1	0.7	0.0	0.2	0.0
03:00	0.1	0.0	0.2	0.2	0.9	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.4	0.0	0.0	0.4	0.4	0.2	0.4	0.0
04:00	0.1	0.0	0.0	0.0	0.4	0.2	0.2	0.2	0.2	0.2	0.0	0.0	0.7	0.2	0.0	0.2	0.2	0.7	0.0	0.4	0.2
05:00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.4	0.2	0.0	0.0	0.0	0.2	0.0	0.2	0.2
06:00	0.2	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
08:00	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
09:00	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
No realiza la actividad	99.5	99.7	99.3	99.6	98.0	98.5	99.8	99.3	99.1	99.8	99.1	99.6	97.8	99.1	100.0	99.1	97.8	97.1	99.3	98.7	99.6
Horas promedio	03:26	04:45	02:20	02:30	03:26	02:34	04:00	05:00	05:30	04:00	04:15	03:30	04:24	03:45	--	01:45	02:09	02:55	04:00	03:30	04:30
Total 100%																					
Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450

TOTAL NACIONAL POR CIUDADES

ACTIVIDADES REALIZADAS MIENTRAS ALMUERZA

TOTAL	CIUDAD																				
	LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Veo TV	47.9	48.5	49.6	54.9	39.3	44.4	52.0	31.3	30.4	37.3	39.8	68.9	37.8	70.8	37.8	17.3	28.0	50.7	58.4	33.6	42.0
Converso	35.1	34.6	40.5	44.9	53.1	43.1	39.4	36.2	37.7	27.1	39.3	46.7	30.4	26.8	25.8	22.3	37.1	32.1	20.0	54.9	52.9
Solo almuerzo	25.1	24.9	14.8	19.1	15.8	29.2	21.7	34.7	29.7	33.7	25.1	13.8	34.4	14.6	40.0	50.7	38.9	24.1	23.6	32.4	32.4
Escucho radio	6.0	5.6	9.3	3.3	8.4	7.1	6.2	12.7	5.1	8.6	6.9	6.0	5.6	1.8	4.2	14.6	6.4	10.4	2.4	7.1	7.6
Juego	1.2	1.0	1.8	0.9	1.1	1.3	1.8	0.4	0.4	0.0	0.9	1.3	5.1	0.7	0.4	0.9	2.0	4.2	1.6	0.2	0.2
Navego por internet	0.5	0.6	0.7	0.0	0.0	0.2	1.3	0.0	0.2	0.2	0.0	0.4	0.4	0.2	0.2	0.0	0.2	1.3	0.2	0.2	0.2
Estudia	0.1	0.1	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0
Total : Múltiple																					
Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450

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TOTAL NACIONAL POR CIUDADES

ACTIVIDADES REALIZADAS LOS SABADOS

TOTAL	CIUDAD																				
	LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Veo TV	97.6	97.7	94.2	98.2	97.3	95.9	98.2	95.1	98.2	97.6	96.9	97.6	99.3	97.3	99.3	97.6	94.7	98.0	97.3	98.4	98.4

Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450
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TOTAL NACIONAL POR CIUDADES

CANTIDAD DE HORAS DIARIAS DEDICADAS AL JUEGO LOS SABADOS

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
00:30	1.4	1.2	3.5	0.9	0.0	0.9	2.0	2.0	4.7	3.3	0.2	1.3	0.4	2.0	1.6	1.1	2.4	3.3	0.9	0.0	0.0
01:00	28.4	30.0	35.6	23.3	14.0	18.2	14.6	24.7	22.6	37.7	21.8	14.7	19.3	22.3	41.8	18.6	12.2	19.7	25.3	23.6	22.0
01:30	0.2	0.1	0.2	0.0	0.0	0.4	1.1	0.4	0.4	0.7	0.0	0.0	0.7	0.0	0.0	0.0	0.4	0.9	0.4	0.0	0.0
02:00	30.8	31.2	23.9	33.8	47.6	27.5	25.0	36.9	22.4	29.7	36.4	36.9	30.2	22.3	38.9	37.4	26.0	26.1	28.0	30.2	44.9
03:00	11.4	11.0	4.9	6.7	12.4	14.7	18.6	10.7	17.7	9.8	13.6	11.3	19.8	14.4	8.4	20.4	7.8	13.7	17.3	5.8	5.6
03:30	0.1	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0
04:00	5.1	4.8	9.3	4.4	2.7	3.0	7.1	5.1	5.5	0.9	3.1	10.0	8.7	6.4	4.2	7.1	15.6	6.4	12.2	1.1	1.6
05:00	0.9	0.6	1.3	0.4	0.7	1.3	2.4	3.1	3.1	0.0	0.4	1.6	0.9	1.5	0.2	0.9	5.3	2.0	2.4	0.2	0.2
06:00	0.8	0.6	4.4	0.0	0.0	0.4	0.0	0.4	1.1	0.2	0.2	4.2	0.2	0.0	0.2	1.5	9.8	0.0	1.3	0.0	0.2
07:00	0.1	0.1	0.2	0.0	0.0	0.2	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.9	0.0	0.0	0.0	0.0
08:00	0.1	0.1	0.2	0.0	0.0	0.2	0.0	0.2	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0
No realiza la actividad	20.7	20.2	15.7	30.2	22.7	32.7	28.5	16.0	22.2	17.7	24.2	18.0	19.8	29.4	4.7	12.4	16.2	26.8	11.8	39.1	25.6
Horas promedio	02:06	01:55	02:05	01:53	02:04	02:07	02:18	02:04	02:10	01:37	01:59	02:30	02:15	02:03	01:43	02:18	03:08	02:06	02:18	01:45	01:50
Total 100%																					

Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450
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TOTAL NACIONAL POR CIUDADES

CANTIDAD DE HORAS DIARIAS DEDICADAS AL APOYO EN LABORES DEL HOGAR LOS SABADOS

	TOTAL	CIUDAD																				
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
00:10	0.5	0.3	0.2	1.1	0.0	0.4	0.0	0.0	0.0	0.0	4.2	0.0	0.0	9.7	0.0	0.0	0.2	0.2	1.8	0.0	0.0	
00:15	0.5	0.4	2.0	0.0	0.0	0.9	1.3	0.4	0.9	0.4	0.7	0.9	0.0	0.0	0.0	0.2	1.6	1.3	0.7	0.0	0.0	
00:20	0.7	0.6	0.0	0.4	0.0	0.4	0.7	0.2	0.0	0.0	1.8	0.0	0.2	9.1	0.9	0.0	1.8	0.9	2.7	0.0	0.0	
00:30	13.2	13.7	19.0	14.4	0.0	7.4	18.6	3.1	6.7	8.0	15.6	9.1	16.9	21.5	6.7	2.4	18.0	10.4	21.8	0.0	0.0	
01:00	45.0	47.9	33.6	47.8	38.9	39.4	42.0	38.2	34.8	33.0	47.6	22.9	33.8	30.3	37.1	38.7	24.2	32.3	41.1	54.9	49.1	
01:30	0.4	0.3	0.4	0.0	0.0	1.5	1.1	0.7	0.2	0.4	0.0	0.9	0.9	0.0	0.0	0.2	1.1	1.5	0.2	0.0	0.0	
02:00	13.9	12.3	7.7	21.3	18.0	25.3	15.0	26.0	23.7	26.8	12.9	12.9	26.9	3.5	31.8	30.3	12.4	24.8	12.7	12.4	14.7	
03:00	3.8	3.0	1.5	0.9	2.7	10.6	6.4	11.1	15.5	14.4	0.9	3.6	8.2	0.4	7.1	8.4	5.1	10.4	3.1	0.4	1.6	
04:00	1.7	1.7	1.8	0.4	0.2	2.8	2.0	4.0	3.8	2.0	0.4	0.4	2.0	0.0	1.1	1.5	1.6	2.7	1.8	0.0	0.0	
05:00	0.6	0.6	0.2	0.0	0.2	1.3	1.1	3.6	2.7	0.2	0.0	0.7	0.7	0.0	0.0	1.1	0.2	1.5	0.7	0.0	0.2	
06:00	0.2	0.2	0.0	0.0	0.0	0.9	0.0	0.7	2.4	0.4	0.0	0.0	0.0	0.0	0.9	0.2	0.2	0.0	0.2	0.0	0.0	
No realiza la actividad	19.2	19.0	33.2	13.6	40.0	8.4	11.7	10.4	8.4	14.2	16.0	48.2	10.4	23.9	14.0	16.8	32.2	13.3	13.1	32.2	34.4	
Horas promedio	01:24	01:13	01:05	01:11	01:24	01:40	01:19	01:57	01:59	01:42	01:02	01:23	01:29	00:43	01:36	01:40	01:17	01:37	01:09	01:11	01:17	
Total 100%																						
Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450	450

TOTAL NACIONAL POR CIUDADES

CANTIDAD DE HORAS DIARIAS DEDICADAS A ESCUCHAR RADIO LOS SABADOS

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
00:10	0.1	0.1	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.4	0.4	0.0	0.0	0.0
00:15	0.1	0.0	0.4	0.0	0.0	1.5	0.4	0.0	3.1	0.2	0.0	0.4	0.0	0.0	0.0	0.7	0.7	0.0	0.0	0.0	0.0
00:20	0.1	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.2	0.0	0.2	0.0	0.0	6.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
00:30	5.0	4.4	14.8	3.1	0.0	3.7	9.5	4.9	16.9	8.6	3.1	9.8	7.1	5.3	8.9	6.9	3.8	3.5	2.7	0.0	0.0
01:00	30.7	31.5	36.9	37.3	42.4	22.9	20.6	26.0	30.8	20.0	34.4	22.7	32.9	23.9	21.6	33.4	17.8	25.2	17.1	40.9	37.6
01:30	0.1	0.1	0.7	0.0	0.0	0.2	0.4	0.4	0.9	0.2	0.4	0.2	0.9	0.0	0.0	0.2	0.4	0.0	0.0	0.0	0.0
02:00	17.5	17.5	23.5	16.2	26.0	10.4	13.5	15.1	9.5	18.4	18.2	21.3	22.4	14.2	18.0	23.7	14.9	17.0	20.4	27.8	23.3
03:00	3.7	2.9	2.0	3.3	4.7	10.2	6.6	9.8	6.0	5.8	3.1	5.8	7.6	3.1	6.4	9.5	5.6	8.6	9.8	5.3	4.9
04:00	1.2	0.9	1.3	0.4	0.9	3.5	2.0	4.7	2.9	4.9	0.4	0.9	2.2	0.4	1.8	1.8	2.7	2.9	3.6	0.9	2.4
05:00	1.0	0.8	0.4	0.4	0.4	2.6	2.4	5.1	2.2	0.9	1.1	0.7	1.6	1.3	1.3	2.7	1.1	3.1	1.8	0.0	0.0
06:00	0.4	0.2	0.2	0.0	0.2	2.2	0.4	1.3	1.1	2.0	0.2	0.4	1.1	0.0	0.7	0.4	1.3	1.8	1.1	0.0	0.4
08:00	0.1	0.1	0.0	0.0	0.0	0.2	0.0	1.6	0.0	0.2	0.0	0.2	0.0	0.0	0.4	0.4	1.6	0.0	0.0	0.0	0.0
No realiza la actividad	39.6	41.5	19.7	39.1	25.1	40.9	43.1	30.9	25.9	38.6	38.7	36.7	24.0	41.6	40.7	20.8	46.9	35.4	43.3	25.1	31.3
Horas promedio	01:41	01:29	01:20	01:24	01:33	02:07	01:42	02:14	01:28	01:55	01:29	01:39	01:42	01:19	01:43	01:48	02:12	02:01	02:08	01:32	01:37
Total 100%																					
Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450

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TOTAL NACIONAL POR CIUDADES

CANTIDAD DE HORAS DIARIAS DEDICADAS A VER TELEVISION LOS SABADOS

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
00:30	2.3	2.3	6.9	1.6	0.0	0.9	2.9	2.9	3.8	1.1	1.3	3.1	0.2	0.4	0.2	0.7	1.3	1.8	0.2	0.0	0.0
01:00	10.7	10.6	11.7	14.7	3.8	15.8	9.7	17.1	12.6	8.6	16.9	6.4	6.0	5.5	5.3	12.8	16.4	14.8	11.8	3.6	6.4
01:30	0.3	0.2	0.7	0.7	0.0	0.0	1.5	0.9	0.0	0.2	0.2	1.6	0.0	0.2	0.0	0.0	0.7	0.2	0.9	0.0	0.0
02:00	28.3	28.5	33.8	53.3	15.1	29.2	19.9	42.7	25.7	24.8	43.6	18.9	13.1	26.3	23.3	27.2	31.8	27.4	18.2	23.6	19.3
02:30	0.2	0.2	0.2	0.7	0.0	0.6	1.3	0.0	0.2	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.9	0.7	0.0	0.0	0.0
03:00	31.9	33.0	31.0	24.4	41.3	22.7	32.3	16.9	36.8	36.4	30.2	27.6	20.2	33.0	24.0	36.5	13.1	29.0	19.1	38.9	47.1
03:30	0.4	0.5	0.2	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.4	0.0	0.0	0.0
04:00	16.4	16.1	7.7	2.4	32.9	16.0	20.1	10.2	12.4	18.0	2.9	28.4	24.2	17.7	31.1	17.0	18.9	14.2	19.1	26.4	21.6
04:30	0.1	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
05:00	5.0	4.5	0.4	0.0	4.2	5.0	5.5	3.6	4.4	7.3	1.6	9.1	21.1	10.8	10.0	1.8	5.3	4.9	18.4	5.6	3.8
06:00	1.8	1.5	0.7	0.4	0.0	4.1	2.9	0.7	0.9	0.4	0.2	1.8	12.0	2.4	4.2	1.1	4.9	3.1	6.4	0.2	0.2
07:00	0.1	0.0	0.2	0.0	0.0	0.6	0.4	0.0	0.9	0.2	0.0	0.0	1.1	0.9	0.2	0.2	0.2	0.7	1.8	0.0	0.0
08:00	0.2	0.2	0.2	0.0	0.0	0.6	0.0	0.0	0.0	0.2	0.0	0.2	1.3	0.0	0.9	0.2	0.0	0.2	0.7	0.0	0.0
No realiza la actividad	2.4	2.3	5.8	1.8	2.7	4.1	1.8	4.9	1.8	2.4	3.1	2.4	0.7	2.7	0.7	2.4	5.3	2.0	2.7	1.6	1.6
Horas promedio	02:51	02:44	02:19	02:08	03:11	02:47	02:56	02:17	02:39	02:54	02:13	03:06	03:53	03:07	03:20	02:42	02:45	02:45	03:26	03:05	02:58
Total 100%																					

Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450
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TOTAL NACIONAL POR CIUDADES

CANTIDAD DE HORAS DIARIAS DEDICADAS A HACER DEPORTE LOS SABADOS

TOTAL	CIUDAD																		
	LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO

	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
00:30	1.3	1.1	6.4	0.2	0.0	0.9	0.2	1.8	4.2	1.3	0.0	2.4	0.0	0.2	0.4	0.9	1.8	2.2	0.7	0.0	0.0
01:00	27.9	29.2	32.1	12.2	37.8	19.0	11.5	28.0	28.4	34.4	7.8	30.4	13.8	15.7	45.6	24.1	18.0	20.8	25.1	26.2	32.0
01:30	0.4	0.3	0.4	0.2	0.0	1.1	0.9	0.2	0.0	0.4	0.0	0.2	0.2	0.0	0.0	0.2	1.1	1.1	0.4	0.0	0.0
02:00	17.9	17.3	13.1	11.1	35.6	21.2	13.7	22.7	22.6	22.6	12.0	18.9	20.2	8.0	29.1	17.7	16.9	24.1	19.6	35.6	40.9
02:30	0.1	0.1	0.2	0.0	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
03:00	4.0	3.7	1.5	1.6	3.3	8.0	2.7	7.6	12.0	7.8	0.0	3.1	8.0	0.7	7.6	3.3	2.4	7.1	6.0	1.3	2.2
03:30	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
04:00	0.7	0.5	1.5	0.2	0.0	2.4	1.1	0.4	4.7	2.7	0.0	4.4	1.3	0.0	3.6	0.7	2.9	0.4	1.1	0.4	0.0
05:00	0.2	0.2	0.0	0.2	0.0	0.6	0.7	0.7	1.6	0.4	0.0	0.4	0.0	0.0	0.2	0.4	0.4	0.7	0.4	0.0	0.0
06:00	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.2	0.7	0.0	0.0	0.2	0.0	0.0
07:00	0.1	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
No realiza la actividad	47.2	47.3	44.7	74.0	23.3	46.1	68.8	38.2	26.4	30.4	80.0	39.1	56.4	75.4	13.1	51.8	55.8	42.3	46.2	36.4	24.9
Horas promedio	01:39	01:31	01:19	01:39	01:33	01:52	01:50	01:42	01:52	01:40	01:35	01:40	01:55	01:22	01:40	01:38	01:42	01:44	01:41	01:37	01:36
Total 100%																					

Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450
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TOTAL NACIONAL POR CIUDADES

CANTIDAD DE HORAS DIARIAS DEDICADAS A NAVEGAR POR INTERNET LOS SABADOS

TOTAL	CIUDAD																			
	LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
00:15	0.1	0.0	0.2	0.2	0.0	0.2	0.0	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.2	0.0	0.0
00:30	5.7	5.4	11.7	8.2	0.0	5.4	8.0	6.9	18.8	13.1	9.3	13.3	2.2	2.7	3.3	3.3	4.4	5.1	3.8	0.0
01:00	36.7	39.5	22.6	36.2	33.6	29.9	20.4	27.8	26.8	28.4	38.2	29.6	10.9	28.5	28.2	34.7	25.1	32.5	18.9	38.0
01:30	0.8	0.8	0.4	0.0	0.0	1.1	1.3	0.2	1.6	2.7	0.4	0.7	0.4	0.4	0.2	0.2	0.9	1.3	1.1	0.0

02:00	21.8	22.8	26.1	11.3	25.8	20.8	27.7	19.3	11.5	16.4	10.7	21.6	8.7	13.1	23.3	10.8	18.7	17.7	16.0	21.8	14.0
02:30	0.1	0.1	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0
03:00	7.1	7.4	8.6	2.0	3.1	7.1	13.7	2.0	5.5	3.1	2.2	5.8	3.1	4.9	4.7	1.8	5.3	11.3	7.8	4.7	1.8
03:30	0.1	0.1	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
04:00	3.1	3.3	2.9	0.4	0.7	1.9	7.3	1.1	1.8	0.4	0.0	3.3	0.2	1.5	1.6	0.2	3.8	7.3	4.7	0.9	0.2
04:30	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
05:00	1.1	1.2	0.2	0.0	0.2	0.9	2.9	0.7	0.4	0.4	0.4	1.1	0.4	0.7	0.2	1.1	1.3	2.2	1.6	0.4	0.2
06:00	0.4	0.4	0.4	0.0	0.0	0.4	1.1	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.8	1.1	1.1	0.0	0.0
07:00	0.1	0.1	0.0	0.0	0.0	0.4	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
09:00	0.1	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
No realiza la actividad	22.6	18.7	26.5	41.3	36.7	30.7	16.2	41.1	29.0	35.5	38.7	24.0	74.0	46.0	37.6	47.6	37.8	20.8	44.7	34.2	43.3
Horas promedio	01:36	01:39	01:40	01:12	01:33	01:43	02:08	01:28	01:17	01:19	01:12	01:34	01:37	01:30	01:40	01:20	01:52	01:57	02:02	01:32	01:22
Total 100%																					

Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450
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TOTAL NACIONAL POR CIUDADES

CANTIDAD DE HORAS DIARIAS DEDICADAS A LOS VIDEO JUEGOS LOS SABADOS

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
00:20	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	2.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
00:30	3.3	3.4	5.8	3.3	0.0	1.7	3.5	3.1	4.2	5.1	5.1	3.1	1.1	1.3	4.7	1.1	2.0	2.9	2.7	0.0	0.0
01:00	13.6	14.4	14.6	1.6	15.3	10.8	16.2	10.4	8.2	8.4	2.2	12.0	8.0	5.8	12.0	13.3	6.7	19.0	13.6	8.7	10.4
01:30	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4	0.0	0.0	0.4	0.4	0.0	0.0	0.9	0.9	0.7	0.0	0.0
02:00	4.4	4.6	2.0	0.4	0.9	4.1	6.2	4.2	2.4	2.9	0.2	6.9	2.9	2.7	8.4	4.9	4.9	5.1	5.1	0.9	0.0

02:30	0.1	0.1	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
03:00	1.0	1.0	0.2	0.0	0.0	1.3	1.5	1.3	0.4	0.2	0.2	0.9	0.9	0.2	0.7	0.9	1.1	3.3	0.2	0.0	0.0	0.0
05:00	0.1	0.1	0.0	0.0	0.0	0.4	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
No realiza la actividad	77.3	76.5	77.2	94.7	83.8	81.2	71.7	80.0	83.8	82.3	92.2	76.9	86.7	85.8	73.8	79.0	83.6	67.5	77.3	90.4	89.6	
Horas promedio	01:15	01:13	00:59	00:46	01:03	01:25	01:18	01:22	01:12	01:07	00:45	01:20	01:19	01:06	01:18	01:24	01:30	01:29	01:13	01:05	01:00	
Total 100%																						

Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450	450
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TOTAL NACIONAL POR CIUDADES

CANTIDAD DE HORAS DEDICADAS AL TRABAJO LOS SABADOS

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
01:00	0.2	0.2	0.2	0.2	0.0	0.9	0.2	0.0	0.0	0.0	0.2	0.0	0.4	0.0	0.0	0.2	0.4	0.7	0.0	0.2	0.2
02:00	0.1	0.0	0.7	0.4	0.4	0.6	0.4	0.2	0.7	0.2	0.7	0.0	0.2	0.0	0.0	0.2	0.7	1.1	0.0	0.0	0.0
03:00	0.2	0.2	0.2	0.7	0.4	0.4	0.0	0.7	0.2	0.0	0.9	0.2	0.2	0.9	0.0	0.0	0.2	0.2	0.0	0.4	0.0
04:00	0.1	0.0	0.2	0.2	0.2	0.6	0.0	0.2	1.1	0.4	0.7	0.2	1.3	0.2	0.2	0.0	0.9	1.1	0.0	0.4	0.2
05:00	0.2	0.1	0.2	1.1	0.2	0.2	0.4	0.0	0.4	0.2	1.6	0.0	0.2	0.7	0.4	0.2	0.0	1.1	0.9	0.2	0.0
06:00	0.1	0.1	0.0	0.2	0.9	0.2	0.2	0.0	1.8	0.0	0.4	0.0	0.0	0.2	0.0	0.7	0.4	0.4	0.2	0.0	0.0
08:00	0.2	0.2	0.2	0.7	0.0	0.0	0.0	0.2	0.9	0.0	0.0	0.0	0.9	0.0	0.0	0.2	0.7	0.4	0.4	0.0	0.0
12:00	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
No realiza la actividad	98.8	99.3	97.8	96.4	97.6	97.0	98.7	98.7	94.5	98.7	95.6	99.6	96.4	98.0	99.3	98.5	96.4	94.7	98.2	98.7	99.3
Horas promedio	04:27	05:13	04:24	04:33	04:49	02:47	03:30	03:50	05:28	05:25	03:54	03:30	04:52	04:06	04:40	04:51	04:33	03:43	06:30	03:20	05:00

Total 100%																					
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Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450
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TOTAL NACIONAL POR CIUDADES

PREFERENCIA DE CANALES NACIONALES O INTERNACIONALES

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Nacionales	31.1	30.4	46.0	4.8	62.4	43.9	32.0	32.7	34.0	22.1	2.0	50.7	22.8	6.1	46.1	29.8	26.4	45.4	13.1	61.9	67.2
Internacionales	68.8	69.5	54.0	95.2	37.6	56.1	68.0	67.3	66.0	77.4	98.0	49.3	77.2	93.4	53.9	70.2	73.6	54.2	83.9	38.1	32.8
No sabe / no opina	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.5	3.0	0.0	0.0
Total : 100%																					

Base: Entrevistados que tienen televisión pagada	4952	1044	252	187	181	189	222	159	156	195	251	225	237	196	165	124	178	216	236	365	174
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TOTAL NACIONAL POR CIUDADES

RAZONES POR LAS QUE SE PREFIERE LOS CANALES NACIONALES

TOTAL	CIUDAD																				
	LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Entretiene / divierte / alegre	75.9	78.5	78.4	33.3	79.6	61.4	67.6	63.5	45.3	44.2	0.0	72.8	35.2	16.7	23.7	54.1	48.9	54.1	19.4	86.3	91.5
Por los programas concursos	55.6	56.8	69.8	88.9	75.2	37.3	57.7	13.5	35.8	44.2	100.0	41.2	27.8	83.3	48.7	16.2	55.3	33.7	45.2	60.2	77.8
Son chistosos / graciosos / hacen reír	53.5	58.0	19.8	0.0	70.8	30.1	45.1	3.8	13.2	11.6	60.0	21.1	13.0	16.7	27.6	5.4	29.8	31.6	12.9	60.2	64.1
Por los dibujos animados	26.3	27.8	31.0	0.0	19.5	25.3	8.5	23.1	26.4	14.0	0.0	22.8	27.8	0.0	5.3	2.7	17.0	13.3	9.7	3.1	8.5
Por la variedad de programas	16.9	17.0	38.8	0.0	10.6	10.8	1.4	21.2	13.2	9.3	0.0	7.0	35.2	8.3	7.9	18.9	6.4	8.2	3.2	8.4	6.8
Por las noticias	12.3	12.0	42.2	0.0	5.3	2.4	9.9	5.8	5.7	16.3	0.0	10.5	20.4	8.3	1.3	10.8	4.3	9.2	12.9	4.0	1.7
Por su programación	10.4	8.5	52.6	22.2	6.2	9.6	15.5	0.0	1.9	11.6	0.0	21.1	33.3	8.3	13.2	10.8	10.6	14.3	19.4	9.7	18.8
Hay más canales	0.8	0.6	1.7	11.1	0.0	1.2	2.8	1.9	0.0	0.0	0.0	0.0	3.7	0.0	0.0	0.0	0.0	3.1	9.7	0.0	0.0
Total : Múltiple																					
Base: Entrevistados que tienen televisión pagada y prefieren canales nacionales	1674	317	116	9	113	83	71	52	53	43	5	114	54	12	76	37	47	98	31	226	117

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TOTAL NACIONAL POR CIUDADES

RAZONES POR LAS QUE SE PREFIERE LOS CANALES INTERNACIONALES

TOTAL	CIUDAD																			
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		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Por la variedad de programas	56.5	57.6	48.5	38.8	77.9	43.4	55.0	53.3	55.3	60.9	47.6	24.3	53.0	65.6	36.0	49.4	28.2	38.5	52.0	47.5	56.1	
Por los dibujos animados	41.7	41.5	64.0	42.7	26.5	45.3	45.7	19.6	52.4	53.6	52.4	37.8	43.7	38.3	57.3	29.9	39.7	26.5	46.5	33.1	31.6	
Hay más canales	32.6	32.8	35.3	66.3	2.9	20.8	44.4	18.7	8.7	6.6	32.1	31.5	32.8	43.7	5.6	14.9	55.0	35.9	40.9	15.1	10.5	
Entretiene / divierte / alegre	32.1	33.2	45.6	9.0	61.8	48.1	20.5	45.8	20.4	4.0	6.1	38.7	30.6	2.7	11.2	24.1	13.0	22.2	3.5	42.4	43.9	
Por su programación	14.1	13.5	20.6	16.3	7.4	19.8	10.6	13.1	7.8	9.3	19.1	26.1	30.1	23.5	10.1	23.0	5.3	17.9	13.6	7.2	8.8	
Chistosos / graciosos / hacen reír	11.6	12.1	8.1	0.0	16.2	27.4	10.6	10.3	1.9	1.3	0.0	13.5	7.1	0.0	0.0	12.6	3.8	15.4	0.0	15.1	7.0	
Por los programas concursos	5.9	5.6	16.9	0.6	26.5	15.1	2.0	5.6	9.7	1.3	0.0	4.5	12.0	1.1	1.1	6.9	1.5	5.1	1.5	12.9	8.8	
Por las noticias	2.9	2.6	11.8	0.6	5.9	7.5	4.0	0.9	0.0	5.3	0.0	2.7	14.8	0.0	0.0	5.7	0.8	3.4	1.5	5.0	3.5	
Por los deportes	0.4	0.4	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.8	0.9	0.0	1.4	0.0	
Son educativos / culturales	0.3	0.3	0.0	0.0	0.0	1.9	0.0	0.9	0.0	0.7	1.6	0.0	0.0	0.0	0.0	4.6	0.0	0.9	1.0	0.7	0.0	
Total : Múltiple																						
Base: Entrevistados que tienen televisión pagada y prefieren canales internacionales	3267	726	136	178	68	106	151	107	103	151	246	111	183	183	89	87	131	117	198	139	57	

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TOTAL NACIONAL POR CIUDADES

ACTIVIDADES REALIZADAS AL NAVEGAR POR INTERNET

TOTAL	CIUDAD
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Youtube por internet	10.5	10.0	20.6	4.0	2.4	13.6	13.1	9.1	9.8	8.0	6.0	11.6	3.8	7.3	15.1	4.9	8.9	25.9	5.3	3.3	0.4
Sitios de canales por internet	4.9	4.5	6.0	1.1	0.9	8.9	10.4	2.0	8.4	3.5	2.9	4.0	1.6	3.1	2.9	1.5	2.4	19.5	5.1	0.9	0.7
Teléfono Celular	1.4	0.9	2.2	1.1	0.7	3.9	4.4	2.2	7.1	2.2	0.0	0.4	4.7	1.1	0.4	1.8	1.1	8.6	1.1	0.4	0.2
Ninguna	85.9	87.3	74.6	94.4	96.2	78.1	75.9	87.3	76.9	86.9	92.0	87.3	90.0	90.9	83.1	92.9	89.6	56.0	89.3	95.8	98.7
Total : Múltiple																					
Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450

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TOTAL NACIONAL POR CIUDADES

RAZONES POR LAS QUE HA VISTO TELEVISION POR OTROS MEDIOS

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
Te perdiste un capítulo o programa que te gusta	71.4	74.7	81.7	44.0	47.1	67.3	71.6	40.4	46.2	35.6	86.1	70.2	42.2	73.2	51.3	68.8	83.0	63.3	62.5	31.6	83.3
Puedes ver los programas en el momento que quieras	39.2	39.9	40.9	72.0	47.1	42.6	27.5	47.4	22.1	25.4	47.2	24.6	20.0	78.0	36.8	15.6	21.3	36.7	58.3	63.2	0.0
Puedes ver los programas en el lugar que quieras	19.0	20.3	13.9	4.0	5.9	18.8	11.0	14.0	26.0	25.4	0.0	21.1	35.6	2.4	21.1	18.8	8.5	14.6	4.2	21.1	16.7
No te dejan ver los programas y de esta forma los puedes ver	6.9	5.7	5.2	4.0	11.8	4.0	10.1	10.5	10.6	30.5	0.0	15.8	15.6	4.9	14.5	0.0	0.0	13.1	0.0	5.3	0.0

No lo pudo ver en el cable	0.7	0.6	0.9	0.0	0.0	1.0	0.9	0.0	1.9	0.0	2.8	0.0	0.0	4.9	0.0	0.0	0.0	0.0	2.1	5.3	0.0
Total : Múltiple																					

Base: Entrevistados que ven televisión de otras formas	1351	158	115	25	17	101	109	57	104	59	36	57	45	41	76	32	47	199	48	19	6
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TOTAL NACIONAL POR CIUDADES

USO DE FACEBOOK PARA OPINAR SOBRE PROGRAMAS DE TELEVISIÓN

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Si	16.3	15.2	29.6	8.2	3.6	24.2	20.1	24.4	14.2	27.3	11.6	24.7	8.2	15.0	29.6	14.6	14.2	25.7	14.4	7.1	1.6
No	83.7	84.8	70.4	91.8	96.4	75.8	79.9	75.6	85.8	72.7	88.4	75.3	91.8	85.0	70.4	85.4	85.8	74.3	85.6	92.9	98.4
Total : 100%																					
Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450

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Teléfono Celular	14.3	13.5	8.4	12.0	5.1	24.0	16.8	13.6	34.4	8.4	17.6	3.3	26.2	15.7	4.4	6.2	7.1	29.2	12.7	24.7	3.3
Youtube por internet	6.6	6.1	10.0	0.2	2.9	10.8	6.9	9.8	6.4	16.0	1.1	15.1	0.4	0.9	14.4	2.2	3.8	18.8	2.2	3.8	0.4
Sitios de emisoras de radio por internet	3.2	2.7	4.0	0.7	1.8	5.8	8.0	2.7	3.3	1.8	2.2	3.6	0.4	2.2	3.6	2.4	5.1	16.2	2.9	0.7	0.4
Ninguna	78.9	80.3	80.3	88.0	91.3	67.3	72.3	74.9	59.4	77.2	80.7	79.6	73.1	83.2	80.2	91.4	86.9	49.3	84.0	71.8	96.2
Total : Múltiple																					

Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450
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TOTAL NACIONAL POR CIUDADES

PERSONA QUE ELIGE EL CANAL DE TELEVISIÓN QUE VES

TOTAL	CIUDAD																				
	LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Yo mismo	84.3	87.0	83.0	73.1	76.7	68.2	82.7	63.1	71.4	69.2	86.2	88.9	75.3	87.6	65.8	67.3	56.2	72.8	76.4	91.1	83.8
Mis padres	11.4	9.3	13.1	16.4	20.9	23.8	13.1	26.4	19.5	25.5	10.0	9.3	16.0	9.5	26.7	24.3	31.6	20.6	19.1	5.8	14.0
Mis hermanos	3.5	3.0	3.8	10.0	2.4	4.8	4.2	10.2	7.8	4.9	3.6	1.3	6.0	2.9	5.8	8.2	10.0	6.2	4.4	3.1	1.8
Otros familiares	0.7	0.7	0.2	0.0	0.0	2.6	0.0	0.2	1.3	0.2	0.2	0.4	1.6	0.0	1.3	0.2	2.0	0.4	0.0	0.0	0.2
Total : 100%																					
Base: Entrevistados que ven televisión	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450

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TOTAL NACIONAL POR CIUDADES

PERSONAS CON LAS QUE VE TELEVISIÓN

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Con mis padres	57.3	56.3	74.6	24.7	74.7	60.2	61.9	54.2	69.8	51.9	39.6	86.4	57.3	47.8	41.1	58.6	72.9	56.2	58.0	84.4	83.3
Solo	55.0	54.3	74.1	34.9	69.3	50.9	58.6	31.6	60.1	42.4	60.9	90.0	76.4	58.8	39.3	37.8	70.0	40.0	62.0	82.2	79.8
Con mis hermanos	54.9	54.4	54.4	77.3	57.6	47.8	59.3	60.4	50.6	55.0	48.4	57.1	56.9	54.9	54.9	66.8	53.3	56.9	60.7	73.1	66.2
Con otros familiares	7.4	7.2	4.4	3.6	5.3	14.3	10.6	6.2	4.9	6.4	1.1	5.3	18.9	3.8	8.7	15.7	10.4	8.4	2.0	4.2	3.6
Con amigos	1.7	1.0	7.7	0.7	2.4	6.1	9.7	0.9	0.7	2.2	0.0	2.9	2.2	0.2	5.1	0.9	0.9	7.5	0.0	6.4	1.8
Los que están en casa	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Total : Múltiple																					
Base: Entrevistados que ven televisión	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450

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TOTAL NACIONAL POR CIUDADES

TIPO DE PROGRAMA DE TELEVISIÓN QUE TE GUSTA VER SOLO

TOTAL	CIUDAD																			
	LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS

	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
VER SOLO																					
Infantiles	52.6	51.4	50.7	68.5	34.6	60.0	52.4	52.3	58.4	59.0	66.2	59.8	67.1	66.9	59.1	42.3	61.2	52.2	65.2	35.3	43.5
Entretenimiento, concursos	45.5	43.9	67.1	25.9	61.7	39.3	42.7	51.4	47.4	64.0	28.2	75.6	40.1	36.1	67.6	45.3	45.2	37.2	45.7	75.4	69.0
Series / miniseries / telenovelas	33.9	33.1	72.9	15.4	41.2	25.7	25.1	28.4	25.5	52.4	13.5	69.6	28.8	16.0	48.8	35.0	32.4	22.2	27.2	34.3	37.2
Películas	27.4	26.3	42.3	6.3	29.3	28.1	25.1	28.4	23.3	28.9	7.5	53.1	38.8	14.1	40.5	30.4	18.4	32.3	18.8	13.1	12.0
Deportes	16.7	16.9	13.1	2.8	14.9	23.3	17.4	10.2	12.3	17.3	1.9	24.6	15.6	6.5	17.7	9.6	12.0	26.1	12.1	12.6	6.9
Noticiero	11.1	9.9	42.9	1.4	5.9	12.0	8.0	10.9	14.8	20.4	0.8	32.8	15.9	2.3	9.2	8.2	5.1	8.9	9.3	2.1	3.3
Farándula	9.8	10.3	12.5	1.4	10.5	9.4	7.4	4.3	3.4	5.7	2.3	21.5	7.9	0.8	7.4	5.1	4.8	16.0	5.8	6.0	4.3
Total : Múltiple																					
Base: Entrevistados que respondieron	7945	839	343	143	410	417	351	440	447	422	266	418	441	263	447	428	376	406	313	382	393

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TOTAL NACIONAL POR CIUDADES

TIPO DE PROGRAMA DE TELEVISIÓN QUE TE GUSTA VER EN FAMILIA

	%	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
VER EN FAMILIA																					
Entretenimiento, concursos	69.4	72.1	48.4	65.8	52.0	58.7	64.3	60.9	55.7	68.4	68.2	66.4	61.5	71.0	52.5	63.6	72.6	61.1	69.3	53.0	51.1
Series / miniseries / telenovelas	66.1	67.0	54.5	60.9	47.8	72.4	70.6	44.9	58.2	70.3	54.0	78.0	58.7	74.0	46.1	67.6	62.6	75.9	64.3	49.5	39.8
Películas	56.8	59.2	64.7	7.9	40.4	51.2	68.8	52.0	53.0	33.9	11.1	73.9	50.8	29.4	34.8	47.8	41.3	55.7	49.3	63.8	61.5

Base: Entrevistados que respondieron	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450
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TOTAL NACIONAL POR CIUDADES

RAZON POR LA QUE SE ELIGE VER TELEVISION

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
Me relaja / entretiene	71.5	71.7	86.7	84.0	64.7	74.7	67.0	68.9	71.0	80.7	57.8	71.3	68.4	63.3	74.7	67.7	76.4	56.6	75.1	65.6	61.1
No tengo nada que hacer	17.3	16.6	2.2	15.1	19.3	14.9	25.4	24.2	21.1	9.8	40.4	6.9	25.6	34.7	9.3	13.9	9.3	32.3	24.7	22.4	33.3
Me sirve de compañía	11.1	11.6	10.6	0.9	16.0	10.4	7.1	6.9	7.8	9.5	1.8	21.8	6.0	2.0	16.0	18.4	14.2	11.1	0.2	11.8	5.1
Lo orienta / educa	0.1	0.1	0.4	0.0	0.0	0.0	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.4
Total : 100%																					

Base: Entrevistados que ven televisión	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450
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TOTAL NACIONAL POR CIUDADES

FRECUENCIA CON LA QUE SE COMENTA / CONVERSA LO QUE SE VE EN TELEVISIÓN

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Nunca	19.6	19.4	15.3	76.9	3.3	13.9	12.2	16.0	12.9	20.8	64.0	5.1	13.6	50.0	20.2	36.5	12.2	9.1	36.9	3.8	3.1
A veces	60.2	61.1	50.4	22.2	80.9	63.4	54.2	67.1	67.8	62.1	34.0	63.1	38.2	48.2	58.4	53.8	50.4	67.3	53.1	79.1	85.1
Varias veces	14.8	14.7	26.3	0.9	13.6	15.4	28.8	9.3	12.4	10.4	1.8	25.8	17.8	1.3	16.2	4.9	30.0	17.0	7.1	10.7	7.8
Siempre	5.3	4.8	8.0	0.0	2.2	7.4	4.9	7.6	6.9	6.7	0.2	6.0	30.4	0.4	5.1	4.9	7.3	6.6	2.9	6.4	4.0
Total : 100%																					
Base: Entrevistados que ven televisión	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450

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TOTAL NACIONAL POR CIUDADES

PERSONA CON LA QUE SE COMENTA LO QUE SE VE EN TELEVISIÓN

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Amigos	51.0	50.6	47.0	54.8	37.7	58.8	73.0	39.2	49.4	63.6	60.5	46.1	55.8	45.1	58.2	38.0	49.4	59.4	46.1	50.8	42.7

Total : 100%																						
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Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450	450
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TOTAL NACIONAL POR CIUDADES

COMPRA O DESEA COMPRAR ALGO AL VER LOS COMERCIALES EN LA TELEVISIÓN / RADIO

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Sí, lo compré	17.4	16.2	17.3	6.9	6.0	26.0	30.5	11.1	44.1	20.6	30.9	19.8	16.9	28.8	13.8	10.2	6.4	29.9	18.7	4.7	2.9
Lo compraré en algún momento	15.5	16.0	18.4	9.3	16.4	12.1	14.2	10.9	4.2	8.2	17.3	18.2	6.2	17.3	6.0	6.9	18.0	16.8	26.2	21.8	27.6
Si, lo desee	20.6	19.0	28.8	4.0	46.4	27.1	35.2	15.8	13.1	37.5	6.7	24.7	23.6	8.2	33.6	28.1	48.0	29.0	10.2	43.3	44.4
No, no me interesó	46.6	48.8	35.6	79.8	31.1	34.8	20.1	62.2	38.6	33.7	45.1	37.3	53.3	45.8	46.7	54.9	27.6	24.3	44.9	30.2	25.1
Total : 100%																					

Base: Entrevistados que respondieron	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450
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TOTAL NACIONAL POR CIUDADES

PRESENCIA DE REGLAS O CONDICIONES PARA VER TELEVISIÓN EN CASA

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Si han puesto reglas o condiciones	71.6	70.1	85.8	81.6	76.2	66.5	69.9	77.3	75.2	78.9	88.9	82.4	67.8	80.5	75.8	82.1	85.6	74.3	65.8	68.4	71.8
No han puesto reglas o condiciones	28.4	29.9	14.2	18.4	23.8	33.5	30.1	22.7	24.8	21.1	11.1	17.6	32.2	19.5	24.2	17.9	14.4	25.7	34.2	31.6	28.2
Total : 100%																					
Base: Entrevistados que ven televisión	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450

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TOTAL NACIONAL POR CIUDADES

TIPOS DE REGLAS O CONTROLES PARA VER TELEVISIÓN EN CASA

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Ver TV luego de terminar las tareas	80.3	82.2	84.3	82.6	82.2	71.7	79.1	64.1	68.7	50.0	88.5	86.0	73.1	89.3	52.5	68.2	91.4	59.2	87.5	77.6	78.9

Ver TV hasta cierta hora	24.0	25.2	29.1	6.8	37.9	14.7	7.9	19.5	24.8	34.3	3.5	35.0	14.4	7.1	24.0	45.0	19.5	14.0	8.4	28.6	39.3
Ver TV cierta cantidad de horas	19.6	18.6	22.4	12.5	15.2	28.0	17.1	26.4	22.7	48.0	13.8	13.2	12.5	16.5	35.8	42.0	19.7	24.4	15.2	13.3	12.4
Ver solo ciertos programas	15.8	17.7	16.8	1.6	6.1	14.7	6.0	5.2	10.0	10.4	3.0	9.2	4.3	3.3	11.4	13.2	14.3	16.1	4.4	6.2	10.5
Ver solo ciertos canales	2.7	2.6	2.6	0.3	0.0	4.6	1.3	1.4	3.2	9.0	0.0	2.4	1.3	0.5	8.2	4.0	5.2	5.4	1.0	0.0	1.5
Tener buenas notas / buen rendimiento	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.6	0.0	0.0	0.3	0.3	0.0	0.3	0.6	0.0	1.0	0.3	0.0	0.0	0.0
Total Múltiple																					
Base: Entrevistados que tiene reglas o condiciones para ver TV	7433	869	388	367	343	307	316	348	339	356	400	371	305	364	341	371	385	336	296	308	323

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TOTAL NACIONAL POR CIUDADES

HORA LIMITE PERMITIDA PARA VER TELEVISIÓN

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
11:00:00 a. m.	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
04:00:00 p. m.	0.2	0.2	0.0	0.0	0.2	0.0	0.2	1.6	0.2	0.2	0.0	0.4	0.0	0.0	0.2	0.0	0.2	0.4	0.4	0.4	0.9
05:00:00 p. m.	0.3	0.2	0.2	0.4	0.2	0.4	0.4	0.9	0.0	0.2	0.0	0.2	0.2	0.4	0.7	0.2	0.0	0.7	0.2	0.7	
06:00:00 p. m.	0.8	0.7	1.1	0.2	0.7	1.5	0.0	3.8	1.8	0.4	1.3	0.9	2.7	0.7	0.9	1.1	1.3	0.2	0.7	0.7	
06:30:00 p. m.	0.1	0.1	0.4	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.2	0.4	0.0	0.0	0.0	0.0	
07:00:00 p. m.	2.5	2.4	2.7	3.3	6.0	0.9	0.4	6.9	2.4	1.8	7.6	1.3	3.1	2.2	4.7	4.2	10.0	0.0	1.3	2.0	
07:30:00 p. m.	0.1	0.1	0.0	0.4	0.4	0.0	0.0	0.2	0.4	0.2	0.7	0.7	0.0	0.2	0.0	1.1	3.3	0.0	0.0	0.4	
08:00:00 p. m.	13.8	12.7	18.6	30.4	28.9	10.0	6.2	23.6	17.5	13.1	28.4	6.7	32.4	18.4	19.3	21.0	24.7	5.5	16.9	21.6	
08:30:00 p. m.	1.2	1.0	2.4	1.6	3.1	1.5	1.3	0.7	4.4	4.0	2.7	1.8	0.2	1.1	2.2	0.4	4.9	1.1	3.1	1.3	

Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450
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TOTAL NACIONAL POR CIUDADES

TUS PADRES O EL ADULTO A CARGO ESTAN ATENTOS PARA QUE NO VEAS ALGUNOS PROGRAMAS DE TELEVISIÓN

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Sí, siempre	44.5	44.4	63.5	26.0	52.7	34.6	18.6	59.8	42.6	41.0	27.3	57.3	73.3	39.8	46.0	65.7	60.7	23.9	39.1	33.8	46.0
A veces	41.3	42.2	34.3	53.6	35.8	34.4	62.6	32.4	38.1	45.2	36.2	33.3	14.4	35.0	43.1	27.2	34.7	53.1	30.2	57.1	45.8
No, nunca	14.2	13.5	2.2	20.4	11.6	31.0	18.8	7.8	19.3	13.7	36.4	9.3	12.2	25.2	10.9	7.1	4.7	23.0	30.7	9.1	8.2
Total : 100%																					
Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450

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TOTAL NACIONAL POR CIUDADES

TU DEJAS DE VER LOS PROGRAMAS DE TELEVISIÓN QUE TE DICEN QUE NO PUEDES VER

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Sí, siempre	58.8	58.5	75.2	79.8	61.1	48.3	53.5	71.3	62.5	55.4	61.6	65.8	73.1	54.4	47.3	69.5	68.2	34.1	49.1	73.6	80.2
A veces	31.3	31.6	23.2	16.2	31.3	28.6	35.4	22.0	22.8	34.8	24.9	25.6	16.0	35.2	43.6	26.1	28.4	52.2	41.8	22.9	17.1
No, nunca	9.9	9.8	1.5	4.0	7.6	23.2	11.1	6.7	14.6	9.8	13.6	8.7	10.9	10.4	9.1	4.4	3.3	13.7	9.1	3.6	2.7
Total : 100%																					
Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450

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TOTAL NACIONAL POR CIUDADES

TUS PADRES O EL ADULTO A CARGO TE DICEN CUÁNTAS HORAS DEBES VER TELEVISIÓN DURANTE EL DÍA O PUEDES VER TODAS LAS HORAS QUE QUIERAS

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Me dicen cuántas horas puedo ver	78.7	78.3	85.4	92.2	85.3	70.6	69.7	88.2	76.5	91.4	76.0	84.2	86.0	69.2	85.1	84.5	88.7	72.8	72.9	82.9	91.8

Puedo ver todas las horas que quiero	21.3	21.7	14.6	7.8	14.7	29.4	30.3	11.8	23.5	8.6	24.0	15.8	14.0	30.8	14.9	15.5	11.3	27.2	27.1	17.1	8.2	
Total : 100%																						

Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450	450
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TOTAL NACIONAL POR CIUDADES

TU VES LA CANTIDAD DE HORAS QUE TE PERMITEN O VES MÁS TIEMPO

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
Ve la cantidad de horas permitida	79.3	79.7	73.8	94.2	83.1	77.6	71.1	86.6	64.3	78.4	93.3	75.5	82.7	83.4	78.9	88.0	60.4	70.8	79.3	89.3	92.3
Ve más tiempo del permitido	20.7	20.3	26.2	5.8	16.9	22.4	28.9	13.4	35.7	21.6	6.7	24.5	17.3	16.6	21.1	12.0	39.6	29.2	20.7	10.7	7.7
Total : 100%																					

Base: Entrevistados que ven una cantidad de horas permitida	7979	971	386	415	384	326	315	397	345	412	342	379	387	313	383	382	399	329	328	373	413
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TOTAL NACIONAL POR CIUDADES

TUS PADRES O EL ADULTO A CARGO TE DICEN QUE PUEDES VER TELEVISIÓN HASTA LAS 10 DE LA NOCHE SOLAMENTE

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Sí, siempre	31.1	29.9	41.4	36.4	11.8	41.6	53.3	48.7	25.9	24.6	29.6	32.4	42.0	19.9	23.3	51.8	11.6	45.1	35.8	16.2	13.8
A veces	43.2	45.2	51.1	44.9	38.7	39.8	30.1	23.3	22.6	14.0	46.0	56.4	12.2	44.5	17.3	27.2	65.1	42.0	31.6	40.4	35.6
No, nunca	25.7	24.9	7.5	18.7	49.6	18.6	16.6	28.0	51.4	61.4	24.4	11.1	45.8	35.6	59.3	21.0	23.3	12.8	32.7	43.3	50.7
Total : 100%																					
Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450

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TOTAL NACIONAL POR CIUDADES

TU VES TELEVISIÓN DESPUÉS DE LAS 10 DE LA NOCHE

TOTAL	CIUDAD																		
	LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO

	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Sí, siempre	11.1	11.4	5.3	1.1	4.4	10.6	10.3	33.3	10.0	16.1	0.0	15.8	6.1	4.1	23.0	21.6	4.1	9.6	11.6	6.3	6.3
A veces	43.2	43.4	51.7	8.5	67.8	47.6	44.6	22.2	37.0	40.8	7.4	66.3	11.1	20.3	36.6	27.5	63.5	59.1	23.8	55.3	52.3
No, nunca	45.8	45.2	43.1	90.4	27.8	41.8	45.1	44.4	53.0	43.1	92.6	18.0	82.8	75.6	40.4	51.0	32.5	31.2	64.7	38.4	41.4
Total : 100%																					

Base: Entrevistados que tienen permitido ver televisión hasta las 10 de la noche	6746	931	418	366	227	376	377	324	219	174	340	400	244	291	183	357	345	394	303	255	222
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TOTAL NACIONAL POR CIUDADES

CUÁNTO SABEN TUS PADRES O EL ADULTO A CARGO DE LO QUE VES EN TELEVISIÓN

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
Saben todo lo que veo	52.6	53.7	53.3	76.4	56.4	46.8	29.0	68.9	51.9	45.5	47.3	64.0	63.6	40.9	57.6	72.3	44.9	21.9	35.3	49.3	53.8
Saben casi todo lo que veo	28.9	28.7	19.9	17.3	22.9	29.7	51.1	12.2	29.3	33.5	42.9	19.6	12.2	43.6	21.8	15.9	31.8	47.3	42.2	26.4	22.7
Saben poco de lo que veo	17.0	16.6	25.7	6.2	20.0	14.3	14.2	16.9	16.4	16.2	9.6	15.8	19.1	15.3	17.3	10.6	22.2	25.4	21.8	24.2	22.9
No saben nada de lo que veo	1.5	1.0	1.1	0.0	0.7	9.3	5.8	2.0	2.4	4.9	0.2	0.7	5.1	0.2	3.3	1.1	1.1	5.3	0.7	0.0	0.7

Total : 100%																					
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Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450
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TOTAL NACIONAL POR CIUDADES

QUÉ HACES CUANDO QUIERES VER ALGÚN PROGRAMA DE TELEVISIÓN QUE NO ESTÁ PERMITIDO QUE LO VEAS

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
No lo veo	72.3	74.7	73.2	79.1	60.9	54.8	54.0	85.3	77.8	78.3	74.9	62.7	79.8	56.6	71.6	81.9	76.4	33.0	44.0	75.1	80.9
Lo veo en el televisor sin que se den cuenta	22.1	20.2	26.5	17.6	28.4	37.7	39.8	8.2	11.5	16.4	22.0	35.8	12.7	38.5	22.0	14.4	19.1	46.2	48.7	18.0	15.1
Lo veo en algún portal de internet	5.0	4.8	0.9	3.1	10.0	4.5	6.4	4.9	8.2	4.7	3.1	1.6	4.9	4.6	5.3	2.4	5.6	15.9	6.7	6.9	4.0
Lo veo en mi celular	0.8	0.6	0.2	0.4	0.4	2.4	0.7	1.1	2.4	0.9	0.0	0.2	1.3	0.9	0.4	1.3	0.0	4.9	0.7	0.0	0.0
Lo veo en otra casa	0.2	0.2	0.0	0.0	0.4	1.3	0.0	0.4	0.2	0.0	0.0	0.2	1.3	0.0	0.7	0.0	0.2	0.0	0.0	0.0	0.0
Total : Múltiple																					
Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450

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TOTAL NACIONAL POR CIUDADES

TIPO DE PROGRAMAS PREFERIDOS PARA ESCUCHAR EN LA RADIO

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Música	97.8	98.2	99.0	100.0	98.0	98.5	99.3	94.9	94.7	95.4	99.7	98.8	92.1	99.6	89.5	99.2	97.2	92.6	99.6	98.3	96.1
Programas donde conversan y hacen chistes	20.0	21.1	2.5	24.3	6.5	19.5	24.4	4.6	8.5	22.8	45.2	7.6	10.2	50.7	27.8	5.3	18.5	23.3	26.3	7.9	4.2
Deportes	8.1	8.6	3.8	0.0	5.4	8.2	7.0	3.3	6.5	1.2	5.1	10.7	10.0	5.7	2.9	3.4	7.7	13.8	6.0	2.5	4.7
Noticiero	6.7	5.5	16.7	14.0	4.5	5.8	6.3	5.6	10.4	3.7	27.2	8.0	22.3	2.1	4.2	10.0	22.2	5.8	10.2	10.4	21.4
Programas concurso	5.4	6.0	1.0	0.3	1.1	10.0	3.7	1.0	2.7	3.4	0.7	6.1	4.5	1.1	12.1	0.5	2.5	5.8	1.1	0.6	1.8
Entrevistas	3.9	4.3	0.8	0.0	0.3	5.8	5.9	0.0	2.4	3.4	0.0	1.5	4.5	0.7	3.3	0.8	0.9	7.1	1.1	0.8	0.3
Relatos de cuento	2.7	2.8	0.5	0.0	0.3	2.7	2.2	1.5	2.2	4.6	0.0	0.3	5.8	1.1	3.9	1.1	2.2	7.4	1.8	0.6	0.3
Total : Múltiple																					
Base: Entrevistados que respondieron	7202	836	396	292	353	329	270	391	413	324	294	327	381	282	306	380	324	326	285	356	337

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TOTAL NACIONAL POR CIUDADES

FRECUENCIA CON LA QUE ACOSTUMBRA COMENTAR / CONVERSAR LO QUE ESCUCHA EN RADIO

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Nunca	38.9	38.3	47.5	93.5	26.9	45.9	38.4	29.3	28.6	34.9	92.9	27.9	21.3	71.2	39.5	53.5	41.0	25.2	57.5	22.4	18.4
A veces	53.7	55.0	42.2	6.5	68.3	47.7	50.2	60.2	63.8	57.4	7.1	52.9	51.3	27.8	51.6	43.3	51.2	61.0	37.9	71.7	80.1
Varias veces	5.1	4.5	10.1	0.0	3.1	3.9	10.0	4.1	4.4	4.6	0.0	17.6	13.2	1.1	7.2	2.4	6.8	9.2	4.2	3.1	1.5
Siempre	2.4	2.1	0.3	0.0	1.7	2.4	1.5	6.4	3.2	3.1	0.0	1.5	14.2	0.0	1.6	0.8	0.9	4.6	0.4	2.8	0.0
Total : 100%																					
Base: Entrevistados que respondieron	7203	838	396	292	353	331	271	392	412	324	294	323	380	281	306	381	324	326	285	357	337

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TOTAL NACIONAL POR CIUDADES

QUÉ ES LO QUE MÁS PREFIERES DE LO QUE VES EN LOS PROGRAMAS DE LA TELEVISIÓN NACIONAL

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Los concursos	29.5	30.1	27.9	28.7	44.7	22.7	19.2	11.8	40.1	32.6	14.0	40.0	27.6	27.0	32.0	31.2	30.0	18.1	34.4	39.6	42.2
Los dibujos animados	21.8	20.6	26.1	33.8	16.2	19.9	19.7	27.6	28.8	24.4	40.4	18.9	52.9	31.6	14.9	25.0	30.4	14.2	20.0	19.6	28.0
Las miniserias	17.0	17.5	23.2	4.2	15.3	23.6	7.3	10.4	15.1	15.3	4.4	26.7	30.4	8.6	4.4	14.8	7.8	10.4	10.9	16.2	11.3
Programas de entretenimiento	12.2	11.4	1.5	8.7	18.2	20.6	9.5	29.6	8.6	12.4	18.7	9.6	38.0	8.4	23.3	16.6	3.3	15.9	3.3	26.4	20.9
Las competencias	12.2	12.9	0.2	0.7	2.7	21.6	22.1	0.9	4.7	17.3	2.0	2.4	17.1	4.6	20.2	10.2	3.6	17.7	10.7	0.9	0.7
Las novelas	8.1	6.8	11.9	11.1	19.3	12.3	9.7	10.4	14.6	11.1	7.8	12.9	18.9	9.1	6.2	15.0	9.1	10.2	10.0	23.8	21.6
Noticieros	5.1	4.6	14.2	4.4	3.3	6.3	3.1	4.9	5.1	4.0	2.9	2.0	20.4	1.3	1.3	8.6	2.7	5.5	3.8	16.9	15.1

Programas cómicos	4.5	4.8	1.5	0.7	11.3	5.0	4.9	0.4	2.9	4.0	1.6	2.2	0.9	0.4	8.2	0.4	5.6	6.0	3.3	3.1	0.0
Las películas	4.0	3.5	10.2	4.4	7.1	4.5	1.5	7.6	8.6	0.9	2.7	3.6	15.1	2.7	2.0	5.5	2.7	3.3	1.6	10.7	10.4
Los deportes	3.9	3.8	4.2	0.4	2.2	6.7	4.9	2.2	3.8	1.8	0.9	2.9	10.0	2.7	3.1	2.9	3.6	5.5	2.4	2.4	2.4
Programas de espectáculo / farándula	1.4	1.4	0.2	0.2	1.6	1.5	1.5	0.9	0.2	0.7	1.6	1.1	4.7	1.1	2.2	0.7	0.9	1.5	0.7	2.9	2.2
Programas de investigación / documentales / reportajes	1.2	1.3	0.7	1.1	0.4	0.6	0.2	1.6	2.9	1.3	2.0	1.8	2.9	0.4	0.4	1.5	1.1	0.4	0.2	0.9	1.8
Programas culturales / educativos	1.1	1.2	0.0	0.2	0.7	1.1	0.2	0.9	0.4	1.1	0.0	0.2	1.8	0.7	1.3	1.1	0.4	0.4	0.9	0.4	0.0
Los juegos	1.0	1.0	0.0	0.0	0.7	0.0	0.0	0.0	3.5	5.8	0.0	3.8	0.7	2.4	0.9	0.0	0.0	0.0	3.3	0.0	0.0
Otros	1.9	1.9	2.4	0.0	0.2	0.9	2.7	4.2	3.3	2.9	0.0	0.7	1.8	0.2	6.0	4.0	2.9	1.1	1.1	0.9	0.4
No sabe / no opina	7.8	9.2	12.6	1.3	1.6	2.2	2.2	1.1	3.3	2.7	1.1	6.0	0.2	0.4	2.0	4.6	8.0	1.8	1.1	1.3	2.7
Nada / Ninguno	0.6	0.7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.9	0.0	0.2	0.0	0.0	0.2	0.0
Total : Múltiple																					

Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450
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TOTAL NACIONAL POR CIUDADES

PROGRAMAS DE TELEVISIÓN MÁS VISTOS

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
Esto es guerra	49.7	49.4	46.5	46.4	62.0	68.8	35.6	30.0	35.0	58.5	26.4	62.4	66.2	42.0	73.1	56.2	47.8	42.5	50.4	65.8	20.2
Al fondo hay sitio	35.9	36.6	36.5	44.0	38.7	43.1	19.7	22.2	26.6	45.2	18.0	44.9	26.7	25.7	51.3	45.8	29.6	28.1	22.2	42.4	27.3
Combate	28.8	28.6	17.3	24.9	30.7	19.9	52.0	20.9	39.0	15.5	26.9	21.3	18.7	34.1	17.3	16.8	22.9	54.4	51.6	26.0	69.8
La paisana Jacinta	7.4	6.0	4.4	1.3	26.7	15.2	13.3	9.8	10.0	3.1	4.2	8.0	10.0	12.6	8.7	1.3	9.6	21.7	20.2	14.4	11.3
Corazón indomable	7.1	5.8	11.7	16.4	8.7	21.0	3.5	4.7	8.9	20.0	4.9	17.3	12.9	9.5	15.6	13.9	5.8	8.6	7.8	6.9	1.8
Dibujos animados	7.1	8.3	0.7	0.9	1.6	0.4	0.2	4.7	3.1	2.0	6.7	2.7	12.4	7.1	3.8	2.0	0.2	0.7	3.1	4.9	4.9
Dragon ball / Z	6.8	7.2	5.3	6.0	3.8	4.5	5.1	5.1	7.1	5.8	8.4	4.2	3.3	7.7	1.6	3.8	6.2	7.5	7.1	2.2	7.1
La Rosa de Guadalupe	4.6	4.3	9.5	6.7	2.0	5.0	2.0	6.2	2.4	5.1	2.4	12.0	4.4	5.1	6.0	9.5	8.4	4.6	1.6	2.9	0.9
Bienvenida la tarde	4.1	4.1	1.1	1.3	10.0	4.5	4.6	3.6	2.2	0.9	5.3	5.8	3.6	7.1	3.1	1.3	4.0	4.2	3.6	6.2	0.9

Hora de la aventura	4.0	4.9	1.5	0.9	0.2	0.6	2.0	2.7	2.7	3.1	1.3	0.7	0.9	0.2	0.7	2.9	1.6	0.7	0.2	1.6	0.2	
Phineas y Ferb	3.9	4.1	2.4	4.9	0.0	2.8	3.1	3.1	4.7	6.0	4.9	2.4	1.8	6.0	3.8	2.7	5.3	0.7	2.0	0.7	1.3	
Disney Channel	3.6	4.4	1.3	2.2	0.0	0.2	0.4	1.3	0.2	1.1	5.6	0.2	4.0	1.8	1.3	1.5	0.2	0.0	0.0	0.9	0.9	
Un show más	3.6	4.4	0.9	0.2	0.2	0.4	0.7	2.0	1.8	1.8	1.6	0.4	0.4	0.4	0.2	1.8	1.3	0.4	0.7	0.7	0.7	
Deportes	3.1	3.4	1.5	2.0	1.1	3.2	0.4	3.8	4.2	4.4	2.2	0.2	1.8	2.2	5.6	1.5	0.9	1.3	3.6	2.4	1.1	
América noticias	3.0	2.8	5.3	0.4	3.6	5.2	2.7	1.3	1.8	2.9	0.7	2.4	4.9	2.4	1.3	7.5	0.9	4.9	2.0	7.3	2.0	
Películas	3.0	3.1	1.8	7.3	1.3	1.3	0.7	7.3	1.3	1.1	5.8	0.7	2.4	6.6	3.6	2.2	0.4	0.9	7.6	2.9	3.6	
Yo soy	2.6	3.0	2.2	2.2	2.4	1.3	0.0	3.3	2.0	0.0	6.4	1.3	0.4	0.7	0.0	4.6	2.7	1.1	0.4	0.4	0.4	
Avenida Brasil	2.6	2.1	3.5	0.7	2.9	1.7	15.0	6.0	5.5	1.6	5.1	2.4	1.6	5.5	2.7	0.4	2.9	6.0	7.8	5.6	12.9	
Bajo terra	2.5	2.7	3.3	2.4	0.4	1.1	4.4	0.9	0.9	4.2	5.6	2.7	3.8	2.9	1.8	3.3	1.3	0.2	0.7	3.3	1.3	
Noticieros	2.4	2.2	1.5	14.2	1.6	1.9	0.9	4.2	5.8	3.1	8.4	0.4	1.3	3.5	3.3	3.3	0.9	0.9	7.8	4.9	3.6	
Los Simpsons	2.2	2.4	4.2	0.4	1.1	1.1	1.3	2.0	0.9	1.8	1.1	2.0	0.2	0.7	0.0	4.0	4.0	2.2	0.4	0.2	0.4	
La pantera rosa	2.1	1.5	5.3	11.3	2.9	4.3	3.8	5.3	6.4	3.1	7.8	0.0	1.1	6.4	1.8	2.2	2.4	2.7	2.4	0.0	0.4	
Amor, amor, amor	2.0	2.3	0.2	0.4	1.8	0.4	1.5	0.9	0.2	0.7	1.6	0.4	1.6	1.5	0.7	0.2	0.2	0.7	0.2	2.2	1.3	
Pepa	1.9	2.2	2.0	0.2	0.0	0.4	1.1	1.1	0.7	0.4	2.4	1.1	2.0	0.4	1.3	0.2	3.6	0.7	2.7	0.7	0.9	
El chavo del ocho	1.8	1.4	3.3	1.6	3.1	6.9	3.5	1.1	2.9	1.8	2.4	3.8	0.7	0.7	1.1	0.7	2.4	6.4	2.4	1.3	1.8	
Violeta	1.7	1.9	1.5	0.0	0.2	0.4	2.7	1.3	0.4	1.3	0.7	2.9	0.2	0.7	0.9	0.2	0.0	1.1	0.2	0.2	1.3	
La princesa Sofía	1.7	1.8	0.2	4.2	0.2	0.0	1.8	0.7	1.3	2.9	4.9	0.9	4.7	1.8	3.3	0.0	0.0	0.7	0.2	4.2	0.2	
Ben 10	1.7	1.6	2.0	1.6	1.3	0.9	2.2	1.1	2.4	2.0	2.4	1.1	4.7	3.5	0.9	0.2	0.9	1.1	1.1	2.4	3.8	
Kid Butowski	1.4	1.3	2.4	3.1	0.0	0.9	4.0	1.1	0.9	6.2	0.4	4.0	0.9	1.1	1.3	3.1	2.0	1.1	0.7	1.8	0.9	
Bob Sponja	1.4	1.5	0.7	1.1	0.9	0.9	3.1	0.0	0.2	1.3	1.1	0.9	0.4	1.1	0.9	0.0	0.9	0.9	0.9	0.0	0.0	
Calle 7	1.1	0.7	3.1	0.0	9.3	3.2	0.4	0.2	1.6	0.0	0.0	3.1	5.6	2.2	1.3	0.2	0.7	2.9	4.0	0.0	0.7	
La banda	1.1	0.8	0.2	0.4	3.8	3.2	3.1	3.3	1.1	1.1	0.0	1.8	1.1	4.6	1.1	0.0	4.2	1.8	2.4	1.1	0.7	
Barbie	1.1	0.8	2.0	2.9	1.6	1.1	2.2	1.8	3.5	1.6	0.9	3.3	2.7	0.7	1.6	3.3	3.1	2.2	2.0	0.4	2.9	
Otros	57.7	54.4	76.3	64.0	37.8	53.5	91.4	92.9	78.0	61.6	97.3	52.0	70.7	79.9	57.1	52.2	74.4	66.4	63.3	31.8	60.7	
No sabe / no opina	0.4	0.4	1.1	0.0	0.2	0.0	0.0	0.9	0.7	0.2	0.2	0.2	0.2	0.0	0.2	1.3	0.0	0.0	0.0	0.2	0.4	
Total : Múltiple																						
Base: Entrevistados que ven televisión	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450	

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TOTAL NACIONAL POR CIUDADES

PRINCIPALES PERSONAJES FAVORITOS DE LA TELEVISIÓN

TOTAL	CIUDAD																				
	LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYS	
Nicola Porcella	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	12.7	13.1	7.2	15.9	11.8	17.1	7.1	4.0	10.9	14.8	7.7	15.8	18.7	9.7	16.2	13.6	10.5	7.1	8.4	13.4	4.3

Erick Elera (AFHS)	9.4	9.2	16.5	10.0	10.0	10.4	4.0	2.6	7.8	18.2	4.0	18.4	5.6	4.2	22.7	7.5	12.1	9.7	4.2	7.3	9.2	
Jaco Skenazi	8.3	7.7	13.2	17.9	7.8	14.5	5.9	3.3	8.0	10.1	4.2	14.2	11.1	11.7	12.9	5.2	13.0	4.9	9.1	13.8	3.4	
Patricio Parodi	7.3	7.0	4.5	9.8	9.6	14.1	4.5	2.1	3.5	14.6	2.6	8.0	18.9	5.8	18.9	8.2	10.0	3.3	5.8	7.9	1.1	
Melisa Loza	6.5	6.7	5.3	3.6	5.1	8.0	4.7	2.1	2.9	5.6	4.0	7.6	14.4	3.1	6.9	5.9	4.9	5.5	4.2	5.9	1.6	
La paisana Jacinta	6.0	5.1	3.3	0.9	16.9	15.4	8.5	5.6	8.2	2.5	3.7	6.9	6.0	7.5	9.1	0.7	8.6	19.2	15.3	6.8	9.8	
Mario Irribaren	5.9	5.8	4.5	2.5	3.8	1.9	20.1	3.3	15.5	1.8	10.3	4.0	2.7	7.7	0.4	1.4	3.0	8.2	10.7	4.8	24.5	
Gokú	5.2	5.5	2.9	5.2	3.1	3.2	5.0	2.6	4.9	4.9	11.2	3.3	2.4	8.2	1.8	2.3	1.6	7.1	4.7	1.4	3.9	
Michel Soifer	4.3	4.2	3.6	0.7	3.8	6.9	6.1	1.2	6.4	2.0	2.3	2.2	6.2	3.5	6.4	1.1	5.1	4.6	8.0	6.1	4.8	
Paloma (Combate)	3.6	3.5	0.7	1.4	2.9	1.7	11.3	2.1	9.5	1.6	6.3	3.3	3.6	5.1	1.3	0.0	4.9	7.3	10.2	2.9	7.1	
Mario Hart	3.6	3.6	2.2	1.4	3.8	1.9	8.3	3.0	2.7	0.7	3.7	5.6	2.2	4.0	1.1	0.7	3.3	6.0	9.6	1.6	9.2	
Angi Arizaga	3.4	3.5	1.4	2.0	1.8	1.5	3.5	1.9	4.9	4.3	1.9	3.8	5.8	1.5	7.3	3.2	3.0	2.4	2.2	3.6	0.0	
Gino Pesarezi	2.8	2.9	2.9	5.4	2.4	1.7	1.9	2.1	3.1	2.0	0.2	2.2	3.3	1.1	4.4	2.7	3.0	1.3	1.6	2.7	0.0	
Alejandra Baigorria	2.8	2.8	0.5	0.7	1.1	2.4	9.7	2.1	5.3	0.2	3.0	2.7	2.0	2.0	0.4	1.6	2.8	5.8	6.7	1.1	3.4	
Sheyla Rojas	2.7	2.4	5.0	3.9	2.4	3.7	5.0	0.5	2.0	2.2	1.2	7.6	7.1	2.4	5.3	3.4	5.1	0.9	1.3	2.9	0.7	
Andrés Wiese(AFHS)	2.6	2.9	1.0	2.0	0.9	2.6	0.7	0.2	1.1	3.8	1.9	2.4	2.0	0.7	2.0	3.2	1.6	1.5	0.9	1.6	0.7	
Teresita (AFHS)	2.3	2.3	1.9	1.8	2.0	5.6	1.4	1.6	0.4	4.7	0.7	3.6	2.2	2.4	8.7	0.7	1.4	1.1	1.3	1.8	0.7	
Guty Carrera	2.2	2.1	1.7	0.7	0.9	4.3	1.7	0.5	1.8	1.8	0.2	2.2	6.2	2.9	4.0	2.3	4.0	2.0	3.1	1.4	0.5	
Gino Azereto	2.1	2.1	1.7	2.9	2.0	1.9	2.4	1.4	1.8	2.5	0.5	4.9	5.8	1.3	1.6	4.3	1.9	1.3	1.8	1.8	0.9	
Nataniel Sánchez (AFHS)	2.1	2.0	3.3	2.0	0.7	4.8	1.2	1.4	2.4	2.9	0.9	3.1	2.9	0.4	2.0	1.1	1.4	2.0	0.9	1.6	0.5	
Jazmín Pinedo	2.0	2.0	1.2	0.0	1.8	3.2	1.2	0.2	1.8	4.9	0.2	2.4	5.6	0.9	2.7	0.5	0.9	2.2	1.8	3.6	0.5	
Finn-Jake (Hora de avent	2.0	2.4	0.5	0.5	0.2	0.4	0.2	1.9	2.0	1.6	1.2	0.2	0.4	0.0	0.4	0.9	1.4	0.2	0.0	0.0	0.5	
Natali (Esto es guerra)	2.0	1.9	1.2	1.6	1.1	4.1	2.1	1.2	2.7	1.3	0.5	3.8	2.4	2.9	2.0	1.6	1.2	1.8	1.3	0.5	0.7	
El chavo del 8	1.6	1.4	1.7	2.3	0.9	5.2	1.7	0.5	1.8	1.6	2.3	1.8	0.7	1.1	0.9	0.7	2.1	5.3	1.3	1.4	1.4	
Charito (AFHS)	1.6	1.6	1.0	2.5	1.1	1.7	0.2	0.2	1.1	1.3	0.9	5.3	1.6	0.9	3.3	1.4	0.9	1.3	1.1	0.7	0.7	
Sully Saenz	1.5	1.3	0.2	1.1	0.9	1.7	1.4	0.7	2.9	2.7	0.5	2.2	3.3	8.6	1.1	0.5	0.9	1.8	2.4	2.0	0.9	
Zumba	1.5	1.4	1.4	0.0	1.1	0.4	2.6	1.2	2.4	3.1	2.1	1.1	1.1	1.5	2.2	0.5	3.3	1.5	4.4	0.5	3.4	
Mari Cruz	1.4	0.8	1.7	3.6	4.4	6.3	0.7	0.9	4.2	13.5	0.9	8.7	3.6	0.4	10.4	3.2	1.4	2.2	0.9	0.5	0.2	
Phineas-Ferb	1.4	1.4	2.2	1.1	0.0	1.7	1.2	1.6	2.7	2.2	0.5	2.7	1.3	0.9	3.8	0.9	2.3	0.0	0.2	0.7	0.5	
Grace (AFHS)	1.4	1.4	1.0	3.6	3.1	1.1	0.0	0.5	0.4	2.9	0.7	2.4	1.1	0.7	1.1	1.6	1.4	0.9	0.2	0.9	0.7	
La pantera rosa	1.3	1.0	3.3	9.1	0.2	2.8	1.4	2.1	3.8	2.5	7.2	0.0	0.2	4.0	1.8	1.1	1.6	1.8	1.3	0.0	0.0	
Gian Piero Díaz	1.3	1.1	0.5	1.1	0.2	1.3	4.5	0.2	5.3	1.1	2.6	0.4	1.1	2.4	0.7	0.0	2.6	5.1	4.0	0.7	1.4	
Peppa	1.3	1.4	1.9	0.2	0.0	0.2	0.9	0.0	0.9	0.7	2.3	1.1	0.4	0.9	1.6	0.2	3.0	0.7	2.7	0.2	0.2	
Ben 10	1.3	1.2	1.9	1.1	1.1	0.6	1.9	0.5	2.9	2.0	2.6	0.9	1.6	3.1	1.3	0.5	0.9	2.0	1.1	0.7	1.6	
No sabe / no opina	2.8	2.5	15.6	0.2	11.6	0.6	1.2	7.9	0.7	0.7	1.2	0.7	0.2	0.7	1.6	4.5	1.9	0.4	0.4	16.8	16.5	
Ninguno	16.8	18.9	1.4	19.3	6.7	7.8	15.8	46.3	2.0	2.5	25.2	1.1	11.8	14.8	0.0	36.5	0.9	6.4	9.8	8.6	9.6	
Total : Múltiple																						
Base: Entrevistados que ven televisión	9588	1188	418	441	450	462	423	428	451	445	429	450	450	452	450	441	430	452	450	441	437	

TOTAL NACIONAL POR CIUDADES

LO QUE MÁS LE GUSTA DE NICOLA PORCELLA

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Aguerrido / luchador	25.2	23.7	16.7	35.7	58.5	22.8	23.3	23.5	30.6	34.8	39.4	29.6	26.2	45.5	23.3	30.0	31.1	34.4	34.2	32.2	31.6
Bonito / simpático	22.4	25.0	26.7	14.3	7.5	16.5	6.7	0.0	8.2	1.5	24.2	12.7	7.1	20.5	9.6	15.0	4.4	15.6	10.5	16.9	5.3
Tiene liderazgo	21.9	22.4	26.7	25.7	9.4	13.9	20.0	11.8	34.7	34.8	18.2	7.0	20.2	15.9	32.9	31.7	20.0	6.3	34.2	18.6	31.6
Es fuerte	11.6	10.3	40.0	10.0	1.9	19.0	20.0	23.5	4.1	16.7	12.1	32.4	6.0	9.1	24.7	5.0	26.7	21.9	7.9	6.8	5.3
Competitivo / ganador	9.1	9.0	10.0	17.1	9.4	16.5	6.7	17.6	6.1	3.0	21.2	14.1	3.6	2.3	16.4	3.3	11.1	3.1	18.4	1.7	5.3
No le gusta perder	8.5	9.6	0.0	2.9	7.5	8.9	6.7	0.0	4.1	3.0	0.0	1.4	4.8	6.8	4.1	1.7	4.4	0.0	0.0	11.9	5.3
Alegre / Carismático	3.6	3.8	6.7	0.0	0.0	3.8	0.0	0.0	2.0	0.0	0.0	1.4	0.0	6.8	0.0	5.0	0.0	9.4	0.0	1.7	5.3
Divertido / entretenido	2.9	3.2	3.3	0.0	0.0	0.0	3.3	0.0	4.1	1.5	0.0	2.8	1.2	2.3	5.5	1.7	2.2	3.1	0.0	5.1	0.0
Gracioso / chistoso	2.5	2.6	3.3	2.9	1.9	3.8	0.0	5.9	2.0	0.0	3.0	1.4	4.8	4.5	0.0	0.0	2.2	0.0	0.0	0.0	0.0
Su forma de ser	1.9	1.9	0.0	0.0	0.0	3.8	0.0	5.9	2.0	0.0	0.0	3.6	2.3	2.7	0.0	2.2	0.0	0.0	0.0	0.0	0.0
Su cuerpo atlético	1.8	1.9	0.0	0.0	1.9	1.3	3.3	5.9	0.0	0.0	0.0	3.6	0.0	2.7	0.0	0.0	0.0	2.6	5.1	0.0	0.0
Es ágil / rápido	1.6	1.3	0.0	1.4	1.9	1.3	6.7	0.0	0.0	7.6	0.0	4.2	3.6	6.8	0.0	1.7	0.0	3.1	2.6	3.4	0.0
Es amable / gentil	1.3	1.3	3.3	1.4	0.0	0.0	0.0	5.9	4.1	0.0	0.0	1.4	1.2	0.0	0.0	3.3	2.2	6.3	0.0	1.7	0.0
Es deportista	1.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	15.8
Otros	5.2	5.1	0.0	5.7	0.0	3.8	10.0	17.6	2.0	4.5	0.0	1.4	14.3	0.0	6.8	18.3	2.2	6.3	0.0	3.4	5.3
Total : Múltiple																					
Base: Entrevistados que tienen como personaje favorito a Nicola Porcella	1108	156	30	70	53	79	30	17	49	66	33	71	84	44	73	60	45	32	38	59	19

TOTAL NACIONAL POR CIUDADES

LO QUE MÁS LE GUSTA DE ERICK ELERA (JOEL GONZÁLES)

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Gracioso / chistoso	58.6	58.7	59.4	63.6	62.2	37.5	47.1	45.5	54.3	60.5	64.7	63.9	52.0	57.9	66.7	69.7	73.1	56.8	42.1	78.1	62.5
Divertido / entretenido	16.3	16.5	17.4	2.3	11.1	29.2	29.4	27.3	31.4	30.9	0.0	8.4	0.0	0.0	10.8	24.2	3.8	11.4	5.3	15.6	17.5
Su forma de cantar	10.7	11.9	0.0	6.8	0.0	8.3	0.0	18.2	2.9	21.0	17.6	4.8	8.0	15.8	17.6	6.1	5.8	4.5	0.0	0.0	0.0
Actúa bien	10.5	11.9	0.0	29.5	11.1	8.3	5.9	9.1	0.0	2.5	17.6	6.0	8.0	26.3	3.9	0.0	1.9	9.1	26.3	0.0	0.0
Alegre / Carismático	8.7	9.2	8.7	4.5	6.7	8.3	5.9	9.1	11.4	4.9	5.9	4.8	16.0	0.0	10.8	6.1	3.8	6.8	5.3	0.0	0.0
Su forma de bailar	3.4	3.7	1.4	0.0	0.0	10.4	0.0	0.0	2.9	0.0	0.0	0.0	8.0	0.0	2.9	0.0	0.0	4.5	0.0	0.0	0.0
Bonito / simpático	3.1	3.7	2.9	4.5	0.0	2.1	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	1.0	0.0	3.8	0.0	0.0	0.0	0.0
Es impulsivo / intrépido	2.8	3.7	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.0
Es cariñoso	0.9	0.9	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Es inquieto	0.9	0.9	1.4	0.0	2.2	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	2.5
Por sus improvisaciones	0.7	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Es conquistador	0.6	0.0	4.3	0.0	0.0	0.0	0.0	9.1	5.7	0.0	0.0	8.4	0.0	0.0	9.1	3.8	0.0	0.0	0.0	0.0	0.0
Se mete en problemas	0.4	0.0	2.9	0.0	0.0	4.2	0.0	0.0	0.0	0.0	0.0	3.6	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0
Otros	2.9	0.0	15.9	2.3	6.7	20.8	11.8	18.2	2.9	8.6	5.9	4.8	8.0	15.8	7.8	12.1	15.4	11.4	21.1	0.0	0.0
Total : Múltiple																					
Base: Entrevistados que tienen como personaje favorito a Erick Elera (Joel Gonzáles)	925	109	69	44	45	48	17	11	35	81	17	83	25	19	102	33	52	44	19	32	40

LO QUE MÁS LE GUSTA DE JACO SKENAZI

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Tiene liderazgo	29.2	29.7	21.8	36.7	40.0	29.9	40.0	14.3	30.6	8.9	33.3	17.2	36.0	35.8	25.9	39.1	16.1	27.3	24.4	29.5	40.0
Aguerrido / luchador	22.1	20.9	21.8	21.5	37.1	22.4	4.0	14.3	22.2	53.3	38.9	29.7	24.0	26.4	22.4	21.7	23.2	27.3	24.4	29.5	20.0
Es fuerte	19.5	19.8	25.5	3.8	8.6	23.9	24.0	42.9	8.3	20.0	27.8	25.0	2.0	7.5	31.0	13.0	33.9	27.3	2.4	13.1	13.3
Competitivo / ganador	9.2	8.8	23.6	29.1	5.7	4.5	4.0	7.1	5.6	0.0	5.6	14.1	0.0	1.9	15.5	8.7	16.1	0.0	29.3	8.2	13.3
Bonito / simpático	9.1	9.9	10.9	2.5	2.9	6.0	4.0	0.0	5.6	2.2	11.1	9.4	2.0	15.1	6.9	8.7	7.1	4.5	2.4	9.8	6.7
Es amable / gentil	4.3	4.4	3.6	5.1	0.0	10.4	4.0	0.0	5.6	0.0	0.0	1.6	4.0	1.9	1.7	4.3	1.8	4.5	0.0	6.6	0.0
Alegre / Carismático	4.3	5.5	3.6	0.0	0.0	1.5	4.0	0.0	0.0	0.0	5.6	3.1	2.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0
Su cuerpo atlético	2.1	2.2	0.0	0.0	0.0	1.5	0.0	7.1	2.8	2.2	0.0	0.0	8.0	3.8	0.0	0.0	0.0	0.0	4.9	1.6	0.0
Es humilde / sencillo	1.9	2.2	0.0	0.0	0.0	1.5	0.0	0.0	2.8	2.2	0.0	0.0	2.0	1.9	0.0	4.3	0.0	4.5	0.0	0.0	0.0
Es discreto / reservado	1.7	2.2	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.6	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0
Es deportista	1.6	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	6.7
Es distraído / torpe	1.5	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Su forma de ser	1.3	1.1	0.0	0.0	0.0	1.5	4.0	0.0	0.0	0.0	0.0	1.6	6.0	3.8	1.7	0.0	5.4	0.0	0.0	1.6	0.0
Es buen padre	1.1	1.1	0.0	0.0	0.0	4.5	0.0	0.0	2.8	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0
Es ágil / rápido	1.0	0.0	0.0	0.0	5.7	4.5	0.0	7.1	5.6	15.6	0.0	1.6	4.0	1.9	3.4	4.3	3.6	9.1	2.4	1.6	0.0
Es astuto / inteligente / hábil	0.9	1.1	0.0	0.0	0.0	0.0	4.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0
Otros	4.4	2.2	12.7	3.8	0.0	14.9	4.0	14.3	11.1	4.4	5.6	6.3	10.0	5.7	19.0	8.7	8.9	9.1	9.8	6.6	6.7
Total : Múltiple																					
Base: Entrevistados que tienen como personaje favorito a Jaco Skenazi	908	91	55	79	35	67	25	14	36	45	18	64	50	53	58	23	56	22	41	61	15

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TOTAL NACIONAL POR CIUDADES

PERSONAJES FAVORITOS DE LA RADIO

TOTAL	CIUDAD																				
	LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Carlöncho	7.0	7.0	3.3	1.1	1.1	7.8	6.6	0.7	5.3	11.0	1.9	5.3	5.6	8.8	24.7	8.6	14.4	6.6	13.8	2.0	0.2
Chiqui	2.1	1.9	0.5	0.0	2.4	4.8	4.5	0.9	3.5	10.6	0.7	0.0	1.6	1.5	4.7	0.0	0.5	5.3	0.0	3.9	0.5
Carlos Galdós	1.3	1.3	0.7	0.2	2.0	2.4	2.1	1.4	2.2	0.9	1.6	1.1	0.0	0.7	1.3	0.0	0.0	4.0	0.2	0.0	0.0
Gachi	1.3	1.7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Edwin Sierra	1.0	0.6	1.4	4.3	0.2	2.8	2.1	0.2	3.8	3.4	0.0	0.2	4.2	0.7	11.6	0.9	3.0	3.3	0.0	0.0	0.0
Junior Silva	0.8	0.7	0.2	0.0	0.2	3.5	0.9	0.0	0.7	2.9	0.0	0.0	0.4	2.2	2.7	0.0	0.0	0.4	0.0	0.9	0.0
La Descarada	0.6	0.7	0.0	0.0	0.0	1.1	1.7	0.0	0.0	0.7	0.0	0.0	0.0	0.0	1.8	0.5	0.9	0.9	0.2	0.0	0.0
Damian y el Toyo	0.6	0.6	1.0	0.0	0.4	0.4	1.2	0.7	1.1	0.0	0.0	0.0	0.0	0.4	0.4	0.0	0.0	2.2	0.0	0.0	0.0
Blanca Ramírez	0.5	0.4	0.0	0.0	0.2	2.2	0.9	0.5	0.0	0.0	0.0	0.0	1.3	1.1	0.0	0.2	0.5	0.7	1.3	0.0	0.0
Canchita	0.5	0.6	0.0	0.0	0.0	0.4	0.0	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
El Chino y Adolfo	0.5	0.5	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.9	0.0	0.0	1.5	0.0	0.0	0.0
Otros	5.8	5.4	5.3	3.4	5.6	5.8	8.7	3.0	21.1	5.4	4.2	1.6	18.7	4.6	9.6	2.5	5.3	6.4	4.0	3.9	3.9
No sabe / no opina	57.4	59.7	85.4	43.8	56.2	34.4	38.8	22.0	47.7	65.2	50.3	76.0	3.1	65.3	57.8	30.6	72.1	42.7	53.3	55.8	59.0
Ninguno	28.4	26.6	10.8	49.7	32.9	46.3	45.6	78.3	24.2	7.6	45.7	16.2	74.9	16.8	0.0	60.8	11.9	36.9	28.0	36.7	39.6
Total : Múltiple																					
Base: Total de Entrevistados	9588	1188	418	441	450	462	423	428	451	445	429	450	450	452	450	441	430	452	450	441	437

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TOTAL NACIONAL POR CIUDADES

LO QUE MÁS LE GUSTA DE CARLONCHO

TOTAL	CIUDAD																				
	LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Gracioso / chistoso	64.5	66.3	85.7	100.0	80.0	55.6	57.1	33.3	41.7	53.1	87.5	50.0	44.0	75.0	48.6	47.4	77.4	50.0	74.2	44.4	100.0
Divertido / entretenido	25.1	25.3	28.6	0.0	20.0	36.1	28.6	33.3	25.0	26.5	0.0	12.5	8.0	7.5	35.1	39.5	9.7	33.3	9.7	33.3	0.0
Alegre / Carismático	7.2	7.2	7.1	0.0	0.0	0.0	14.3	0.0	4.2	6.1	0.0	29.2	4.0	7.5	15.3	0.0	4.8	0.0	4.8	22.2	0.0
Pone buena música	4.0	2.4	0.0	0.0	0.0	5.6	0.0	0.0	4.2	20.4	12.5	0.0	8.0	12.5	22.5	0.0	3.2	3.3	16.1	0.0	0.0
Su juventud	2.8	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Buen comentarista / locutor / conductor	2.3	1.2	0.0	0.0	0.0	2.8	3.6	33.3	0.0	2.0	0.0	0.0	28.0	12.5	4.5	10.5	6.5	0.0	3.2	0.0	0.0
Su manera de hablar	2.2	2.4	0.0	40.0	0.0	0.0	0.0	0.0	4.2	2.0	12.5	0.0	4.0	0.0	0.0	5.3	1.6	3.3	1.6	0.0	0.0
Es amable / gentil	1.9	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Es buen imitador	1.3	1.2	0.0	0.0	0.0	0.0	0.0	0.0	20.8	2.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	3.3	0.0	0.0	0.0
Bonito / simpático	1.0	1.2	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Es correcto / honesto	0.9	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Su forma de reír	0.9	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aconseja / orienta	0.6	0.0	0.0	0.0	0.0	0.0	3.6	33.3	4.2	2.0	0.0	0.0	0.0	5.0	3.6	0.0	1.6	3.3	3.2	0.0	0.0
Otros	0.6	0.0	0.0	0.0	0.0	5.6	3.6	0.0	0.0	4.1	0.0	0.0	4.0	2.5	1.8	0.0	0.0	6.7	0.0	0.0	0.0
Total : Múltiple																					
Base: Entrevistados que tienen como personaje favorito a Carloncho	657	83	14	5	5	36	28	3	24	49	8	24	25	40	111	38	62	30	62	9	1

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TOTAL NACIONAL POR CIUDADES

LO QUE MÁS LE GUSTA DE CARLOS GALDOS

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Gracioso / chistoso	74.2	80.0	66.7	100.0	44.4	45.5	55.6	66.7	20.0	25.0	71.4	0.0	--	100.0	66.7	--	--	77.8	0.0	--	--
Divertido / entretenido	15.4	13.3	0.0	0.0	22.2	18.2	33.3	16.7	30.0	50.0	28.6	0.0	--	0.0	33.3	--	--	22.2	0.0	--	--
Alegre / Carismático	6.0	6.7	0.0	0.0	0.0	9.1	0.0	0.0	0.0	0.0	0.0	40.0	--	33.3	0.0	--	--	0.0	0.0	--	--
Es despreocupado / relajado	4.9	6.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	--	0.0	0.0	--	--	0.0	0.0	--	--
Es distraído / torpe	4.9	6.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	--	0.0	0.0	--	--	0.0	0.0	--	--
Su manera de hablar	1.5	0.0	0.0	100.0	0.0	9.1	0.0	0.0	30.0	0.0	0.0	20.0	--	0.0	0.0	--	--	0.0	0.0	--	--
Buen comentarista / locutor / conductor	0.9	0.0	0.0	0.0	0.0	9.1	0.0	33.3	0.0	0.0	0.0	0.0	--	0.0	0.0	--	--	0.0	0.0	--	--
Seguro de sí / decidido	0.8	0.0	0.0	0.0	22.2	0.0	11.1	0.0	0.0	25.0	0.0	0.0	--	0.0	0.0	--	--	0.0	0.0	--	--
Aconseja / orienta	0.7	0.0	0.0	0.0	0.0	9.1	0.0	0.0	10.0	0.0	0.0	0.0	--	0.0	0.0	--	--	0.0	0.0	--	--
Pone buena música	0.6	0.0	0.0	0.0	11.1	0.0	0.0	0.0	10.0	0.0	0.0	0.0	--	0.0	16.7	--	--	0.0	0.0	--	--
Su forma de ser	0.5	0.0	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	--	0.0	0.0	--	--	0.0	0.0	--	--
Otros	1.8	0.0	0.0	0.0	0.0	9.1	11.1	0.0	10.0	0.0	14.3	40.0	--	33.3	0.0	--	--	0.0	100.0	--	--
Total : Múltiple																					
Base: Entrevistados que tienen como personaje favorito a Carlos Galdós	108	15	3	1	9	11	9	6	10	4	7	5	0	3	6	0	0	18	1	0	0

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TOTAL NACIONAL POR CIUDADES

LO QUE MÁS LE GUSTA DE CHIQUI

TOTAL	CIUDAD																		
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		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Aconseja / orienta	32.8	27.3	0.0	--	27.3	36.4	47.4	50.0	62.5	42.6	100.0	--	57.1	100.0	33.3	--	0.0	41.7	--	35.3	100.0
Gracioso / chistoso	26.8	31.8	50.0	--	9.1	13.6	31.6	0.0	6.3	10.6	0.0	--	0.0	0.0	42.9	--	50.0	16.7	--	17.6	0.0
Divertido / entretenido	14.1	13.6	0.0	--	18.2	9.1	10.5	0.0	12.5	17.0	0.0	--	14.3	0.0	14.3	--	0.0	25.0	--	35.3	0.0
Su manera de hablar	9.8	13.6	0.0	--	0.0	4.5	5.3	25.0	0.0	0.0	0.0	--	0.0	0.0	0.0	--	0.0	0.0	--	0.0	0.0
Alegre / Carismático	7.2	9.1	50.0	--	0.0	4.5	0.0	0.0	0.0	4.3	0.0	--	0.0	0.0	4.8	--	50.0	0.0	--	0.0	0.0
Es generoso	3.5	4.5	0.0	--	0.0	4.5	0.0	25.0	0.0	0.0	0.0	--	0.0	0.0	0.0	--	0.0	0.0	--	0.0	0.0
Es amable / gentil	3.3	4.5	0.0	--	0.0	0.0	0.0	0.0	0.0	0.0	0.0	--	0.0	0.0	9.5	--	0.0	0.0	--	0.0	0.0
Sus concursos / lo que regala	3.1	4.5	0.0	--	0.0	0.0	0.0	0.0	0.0	0.0	0.0	--	0.0	0.0	0.0	--	0.0	0.0	--	0.0	0.0
Pone buena música	2.2	0.0	0.0	--	27.3	4.5	0.0	0.0	0.0	21.3	0.0	--	14.3	0.0	14.3	--	0.0	0.0	--	5.9	50.0
Es polémico / habla de todo	1.4	0.0	0.0	--	0.0	22.7	0.0	0.0	0.0	2.1	0.0	--	0.0	0.0	0.0	--	0.0	0.0	--	0.0	0.0
Seguro de sí / decidido	1.2	0.0	0.0	--	0.0	0.0	5.3	0.0	6.3	2.1	0.0	--	14.3	0.0	0.0	--	0.0	8.3	--	0.0	0.0
Buen comentarista / locutor / conductor	1.0	0.0	0.0	--	9.1	0.0	0.0	0.0	12.5	0.0	0.0	--	0.0	0.0	14.3	--	0.0	0.0	--	17.6	0.0
Es correcto / honesto	0.7	0.0	0.0	--	9.1	0.0	0.0	0.0	0.0	0.0	0.0	--	0.0	0.0	0.0	--	0.0	8.3	--	0.0	0.0
Es romántico	0.6	0.0	0.0	--	0.0	0.0	0.0	0.0	0.0	6.4	0.0	--	0.0	0.0	0.0	--	0.0	4.2	--	0.0	0.0
Por la esencia del programa	0.5	0.0	0.0	--	0.0	0.0	0.0	0.0	6.3	8.5	0.0	--	0.0	0.0	0.0	--	0.0	0.0	--	0.0	0.0
Otros	1.2	0.0	0.0	--	0.0	9.1	5.3	0.0	6.3	4.3	0.0	--	0.0	0.0	4.8	--	0.0	0.0	--	5.9	0.0
Total : Múltiple																					
Base: Entrevistados que tienen como personaje favorito a Chiqui	226	22	2	0	11	22	19	4	16	47	3	0	7	7	21	0	2	24	0	17	2

TOTAL NACIONAL POR CIUDADES

Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450
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TOTAL NACIONAL POR CIUDADES

USO DEL TELEVISOR EN EL SALÓN DE CLASE

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Para hacer o apoyar la clase	81.0	82.5	79.9	73.3	66.7	84.8	73.1	83.3	75.5	77.4	87.9	63.8	66.7	68.5	61.2	85.7	86.0	61.6	83.3	72.4	81.8
No lo usan	12.1	12.1	9.7	25.3	0.0	6.1	11.5	10.8	13.5	11.3	12.1	12.8	16.7	13.0	28.6	6.1	10.5	9.6	8.3	10.3	9.1
Para distraernos mientras el profesor hace otra cosa	5.0	4.0	6.0	0.0	22.2	9.1	11.5	4.9	8.4	10.4	0.0	23.4	16.7	11.1	10.2	4.1	3.5	13.7	4.2	10.3	9.1
Para ver televisión	2.0	1.3	4.5	1.3	11.1	0.0	3.8	1.0	2.6	0.9	0.0	0.0	0.0	7.4	0.0	4.1	0.0	15.1	4.2	6.9	0.0
Total : 100%																					

Base: Entrevistados que mencionan tener TV en el salón de clase	1319	223	134	75	9	33	26	102	155	106	33	47	30	54	49	49	57	73	24	29	11
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DICEN LA VERDAD, CONFÍO EN LO QUE DICEN O MUESTRAN																					
4. Totalmente de acuerdo	9.2	8.3	19.8	13.6	10.4	17.6	5.1	13.2	4.6	9.1	5.2	22.8	6.8	14.2	7.0	7.6	25.4	7.2	5.5	5.8	3.0
3. De acuerdo	47.3	48.9	32.9	43.0	48.0	44.1	57.1	37.7	22.8	39.4	49.3	43.2	60.4	42.2	33.5	51.0	37.3	45.6	39.0	44.9	56.2
2. En desacuerdo	35.1	33.8	44.9	36.0	41.2	30.0	35.3	41.7	64.8	47.5	32.9	24.8	30.9	32.2	53.5	39.4	34.5	37.2	41.5	44.4	36.8
1. Totalmente en desacuerdo	8.4	9.0	2.4	7.5	0.5	8.2	2.6	7.4	7.8	4.0	12.7	9.2	1.9	11.4	6.0	2.0	2.8	10.0	14.0	4.8	4.0
Promedio	2.6	2.6	2.7	2.6	2.7	2.7	2.6	2.6	2.2	2.5	2.5	2.8	2.7	2.6	2.4	2.6	2.9	2.5	2.4	2.5	2.6
PASAN COSAS ESCANDALOSAS QUE NO SON IMPORTANTES																					
4. Totalmente de acuerdo	32.0	31.9	35.3	64.0	11.8	44.1	21.8	31.9	32.4	30.3	49.8	33.5	8.2	40.3	28.8	19.7	50.3	30.0	52.5	4.3	4.5
3. De acuerdo	55.7	57.0	58.0	34.1	61.5	40.6	49.4	46.1	55.3	51.5	43.2	53.4	74.9	50.7	58.6	33.3	42.2	38.0	66.2	73.1	
2. En desacuerdo	11.2	10.3	6.3	1.9	16.3	10.0	25.0	19.6	11.4	18.2	7.0	10.2	15.9	8.1	20.0	20.7	14.1	21.1	9.0	25.1	17.4
1. Totalmente en desacuerdo	1.2	0.7	0.5	0.0	10.4	5.3	3.8	2.5	0.9	0.0	0.0	2.9	1.0	0.9	0.5	1.0	2.3	6.7	0.5	4.3	5.0
Promedio	3.2	3.2	3.3	3.6	2.7	3.2	2.9	3.1	3.2	3.1	3.4	3.2	2.9	3.3	3.1	3.0	3.3	3.0	3.4	2.7	2.8
Total : 100%																					
Base: Entrevistados Adolescentes que consumen noticiarios	4346	542	207	214	221	170	156	204	219	198	213	206	207	211	215	198	177	180	200	207	201

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TOTAL NACIONAL POR CIUDADES

CONSUMO DE SERIES / MINISERIES / TELENÓVELAS PERUANAS EN LA TELEVISIÓN NACIONAL

TOTAL	CIUDAD																			
	LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS

	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Si ven	85.8	85.5	89.4	87.6	93.0	88.0	90.8	66.9	68.8	88.7	85.6	95.6	81.2	88.1	94.6	87.2	87.1	93.2	84.2	90.1	89.1
No ven	14.2	14.5	10.6	12.4	7.0	12.0	9.2	32.6	31.2	11.3	14.4	4.4	18.8	11.9	5.4	12.8	12.9	6.8	15.8	9.9	10.9
Total : 100%																					

Base: Total de entrevistados Adolescentes	4972	634	235	226	229	241	228	236	234	222	222	229	223	227	224	227	225	235	222	232	221
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TOTAL NACIONAL POR CIUDADES

NIVEL DE ACUERDO CON LAS SIGUIENTES FRASES CON RESPECTO A LAS SERIES / MINISERIES / TELENOVELAS SI REFLEJAN ASPECTOS DE TU VIDA

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
RELACIONES FAMILIARES	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1. No se refleja en nada	12.6	12.0	1.4	3.5	5.6	17.0	24.2	19.0	34.2	11.7	5.3	11.9	38.7	9.0	10.4	10.1	7.7	18.3	5.9	25.4	16.8
2	30.8	33.6	24.8	18.2	16.4	26.4	31.9	25.9	22.4	29.4	24.7	28.3	3.3	21.5	29.2	12.6	11.2	22.8	24.1	3.8	11.2
3	31.4	32.3	23.8	38.4	39.9	31.6	24.6	31.0	17.4	26.9	54.7	16.9	3.9	38.5	24.5	46.5	20.9	37.0	40.6	5.7	16.2
4	19.9	18.5	45.2	38.9	15.0	15.6	15.5	17.1	18.6	29.4	15.3	30.1	4.4	29.5	26.4	26.8	52.6	7.8	26.7	54.5	40.1
5. Se refleja totalmente	5.3	3.7	4.8	1.0	23.0	9.4	3.9	7.0	7.5	2.5	0.0	12.8	49.7	1.5	9.4	4.0	7.7	14.2	2.7	10.5	15.7
Promedio	2.7	2.7	3.3	3.2	3.3	2.7	2.4	2.7	2.4	2.8	2.8	3.0	3.2	2.9	3.0	3.0	3.4	2.8	3.0	3.2	3.3
RELACIONES CON LOS AMIGOS																					
1. No se refleja en nada	11.6	11.8	1.4	1.0	3.3	15.1	13.5	13.3	26.1	11.7	0.5	19.2	22.1	4.0	5.2	8.6	2.6	16.4	1.6	23.9	16.8
2	28.3	30.8	9.5	11.6	14.6	39.2	33.8	20.3	21.1	21.8	14.2	21.0	4.4	25.5	20.8	11.6	13.3	25.1	17.1	7.7	14.2
3	29.4	29.3	27.6	25.3	47.9	25.9	33.3	39.9	23.6	32.5	34.2	13.2	7.2	32.0	40.6	42.9	20.9	35.2	31.0	23.9	34.0
4	23.1	22.3	42.9	51.5	28.6	13.2	16.4	19.0	20.5	28.9	47.9	26.9	6.1	29.5	22.2	27.3	39.3	15.1	36.9	34.9	28.4

1. No se refleja en nada	13.1	12.9	0.5	4.0	3.8	22.6	15.0	17.7	23.0	4.6	2.6	24.7	46.4	9.0	6.6	15.7	5.6	13.2	2.7	21.1	15.2
2	27.0	30.1	14.3	6.1	16.0	24.1	36.7	14.6	16.8	21.8	5.8	18.3	6.1	10.5	16.5	19.7	10.2	20.1	17.1	17.7	23.4
3	29.4	29.5	27.6	9.6	46.5	33.0	29.0	38.6	21.7	31.5	25.8	23.3	3.3	20.0	33.0	44.4	24.0	39.7	36.9	36.8	37.1
4	21.8	20.8	35.7	31.8	31.0	13.7	16.4	14.6	26.7	36.5	56.8	19.6	4.4	41.0	33.5	13.1	27.6	14.6	37.4	20.6	22.3
5. Se refleja totalmente	8.7	6.6	21.9	48.5	2.8	6.6	2.9	14.6	11.8	5.6	8.9	14.2	39.8	19.5	10.4	7.1	32.7	12.3	5.9	3.8	2.0
Promedio	2.9	2.8	3.6	4.1	3.1	2.6	2.6	2.9	2.9	3.2	3.6	2.8	2.9	3.5	3.2	2.8	3.7	2.9	3.3	2.7	2.7
EMBARAZO ADOLESCENTE																					
1. No se refleja en nada	13.7	14.0	1.0	3.5	1.4	15.1	13.5	14.6	31.1	6.1	2.1	24.7	35.9	8.5	5.7	18.7	2.6	13.7	5.9	20.1	14.7
2	25.6	28.8	7.1	6.1	11.7	28.3	31.4	11.4	13.7	18.3	7.9	19.2	5.5	14.0	10.4	16.7	7.1	19.2	13.4	16.3	21.8
3	29.8	30.6	36.7	8.1	40.4	25.9	30.0	35.4	21.1	34.0	18.4	20.1	1.1	19.0	26.4	42.9	14.3	37.9	26.2	34.9	31.0
4	22.5	21.2	34.3	32.3	35.7	17.9	20.8	15.2	24.8	32.0	54.7	21.9	6.6	44.0	41.5	12.6	38.3	13.7	47.1	25.8	28.4
5. Se refleja totalmente	8.4	5.4	21.0	50.0	10.8	12.7	4.3	23.4	9.3	9.6	16.8	14.2	50.8	14.5	16.0	9.1	37.8	15.5	7.5	2.9	4.1
Promedio	2.9	2.8	3.7	4.2	3.4	2.8	2.7	3.2	2.7	3.2	3.8	2.8	3.3	3.4	3.5	2.8	4.0	3.0	3.4	2.8	2.9
Total : 100%																					
Base: Entrevistados Adolescentes que consumen series / miniseries / telenovelas	4306	542	210	198	213	212	207	158	161	197	190	219	181	200	212	198	196	219	187	209	197

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TOTAL NACIONAL POR CIUDADES

CONSUMO DE PELÍCULAS EN LA TELEVISIÓN

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
Si ven	91.2	91.3	89.8	94.7	97.4	82.6	95.2	92.8	96.2	91.0	94.1	95.2	96.9	82.4	96.9	92.1	77.3	94.5	81.1	87.9	92.8
No ven	8.8	8.7	10.2	5.3	2.6	17.4	4.8	7.2	3.8	9.0	5.9	4.8	3.1	17.6	3.1	7.9	22.7	5.5	18.9	12.1	7.2

Total : 100%																					
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Base: Total de entrevistados Adolescentes	4972	634	235	226	229	241	228	236	234	222	222	229	223	227	224	227	225	235	222	232	221
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TOTAL NACIONAL POR CIUDADES

NIVEL DE ACUERDO CON LAS SIGUIENTES FRASES CON RESPECTO A LAS PELÍCULAS QUE VEN EN LA TELEVISIÓN

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
HAY MUCHAS IMÁGENES VIOLENTAS	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
4. Totalmente de acuerdo	31.2	31.1	28.4	86.0	18.8	20.1	23.5	29.2	35.1	32.2	67.5	22.5	15.3	73.8	38.2	24.4	16.1	21.6	58.9	1.0	4.9
3. De acuerdo	54.1	55.1	56.9	9.8	74.4	50.8	53.5	47.5	51.1	56.4	22.5	58.3	63.9	14.4	51.2	56.0	59.2	55.4	27.8	86.3	91.7
2. En desacuerdo	12.9	12.4	10.4	2.3	6.7	19.6	19.8	23.3	13.3	11.4	7.7	18.8	19.9	6.4	9.7	17.7	21.3	19.4	10.6	12.7	3.4
1. Totalmente en desacuerdo	1.8	1.4	4.3	1.9	0.0	9.5	3.2	0.0	0.4	0.0	2.4	0.5	0.9	5.3	0.9	1.9	3.4	3.6	2.8	0.0	0.0
Promedio	3.1	3.2	3.1	3.8	3.1	2.8	3.0	3.1	3.2	3.2	3.6	3.0	2.9	3.6	3.3	3.0	2.9	3.0	3.4	2.9	3.0
PASAN CONTENIDOS SEXUALES MUY FUERTES																					
4. Totalmente de acuerdo	16.5	16.9	2.4	41.1	17.0	16.1	15.2	18.7	20.4	16.3	22.0	10.6	10.2	11.2	28.6	17.7	8.0	19.4	22.2	0.5	3.4
3. De acuerdo	42.6	43.4	37.4	30.8	67.3	34.7	37.3	36.1	44.9	40.1	18.2	42.2	49.5	37.4	36.4	53.6	36.2	33.8	32.2	54.9	69.3
2. En desacuerdo	33.4	32.8	39.3	9.3	15.7	34.2	40.1	41.6	32.4	42.6	41.6	40.8	39.4	34.2	34.6	26.8	47.1	36.9	34.4	31.4	24.9

1. Totalmente en desacuerdo	7.5	6.9	20.9	18.7	0.0	15.1	7.4	3.7	2.2	1.0	18.2	6.4	0.9	17.1	0.5	1.9	8.6	9.9	11.1	13.2	2.4
Promedio	2.7	2.7	2.2	2.9	3.0	2.5	2.6	2.7	2.8	2.7	2.4	2.6	2.7	2.4	2.9	2.9	2.4	2.6	2.7	2.4	2.7
Total : 100%																					
Base: Entrevistados Adolescentes que consumen películas	4530	579	211	214	223	199	217	219	225	202	209	218	216	187	217	209	174	222	180	204	205

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TOTAL NACIONAL POR CIUDADES

CONSUMO DE PROGRAMAS DE ENTRETENIMIENTO / MÚSICA EN LA RADIO

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Si escucha	97.9	98.4	99.5	98.4	99.0	89.9	98.8	91.7	86.5	94.1	99.5	98.5	99.5	99.4	94.9	95.3	95.6	99.5	98.7	100.0	95.7
No escucha	1.9	1.4	0.5	1.0	1.0	10.1	1.2	6.4	12.1	5.9	0.5	1.5	0.5	0.6	5.1	4.2	4.4	0.5	1.3	0.0	3.7
No sabe / no opina	0.2	0.2	0.0	0.5	0.0	0.0	0.0	1.8	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.5
Total : 100%																					
Base: Total de entrevistados Adolescentes que escuchan radio	4204	506	219	191	204	189	171	218	223	185	187	197	211	179	178	213	181	203	158	203	188

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Base: Entrevistados Adolescentes que consumen programas de entretenimiento / música	4066	498	218	188	202	170	169	200	193	174	186	194	210	178	169	203	173	202	156	203	180
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TOTAL NACIONAL POR CIUDADES

CONSUMO DE PROGRAMAS DE TELEVISIÓN DE TÚ CIUDAD

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Si ven	90.3	98.7	75.7	80.1	90.0	32.4	45.6	73.7	54.7	35.6	82.4	83.8	81.6	69.2	65.2	59.5	56.4	47.7	71.2	88.4	86.4
No ven	9.6	1.3	24.3	19.5	10.0	66.8	53.5	26.3	45.3	64.4	17.6	16.2	18.4	30.8	34.8	40.1	42.2	51.5	28.8	11.2	13.6
No sabe / no opina	0.1	0.0	0.0	0.4	0.0	0.8	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	1.3	0.9	0.0	0.4	0.0
Total : 100%																					

Base: Entrevistados Adolescentes que ven televisión	4972	634	235	226	229	241	228	236	234	222	222	229	223	227	224	227	225	235	222	232	221
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TOTAL NACIONAL POR CIUDADES

CONSUMO DE PROGRAMAS DE RADIO DE TÚ CIUDAD

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Si escucha	85.8	94.9	69.9	48.7	82.8	29.6	33.9	67.4	66.8	36.8	68.4	73.6	82.9	48.6	61.2	60.6	55.8	43.3	65.2	92.1	85.1
No escucha	14.0	4.9	30.1	50.8	17.2	68.3	66.1	32.6	32.7	63.2	31.6	26.4	17.1	51.4	38.2	39.0	42.5	56.2	34.8	7.9	13.8
No sabe / no opina	0.3	0.2	0.0	0.5	0.0	2.1	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.6	0.5	1.7	0.5	0.0	0.0	1.1
Total : 100%																					
Base: Entrevistados que escuchan radio	4204	506	219	191	204	189	171	218	223	185	187	197	211	179	178	213	181	203	158	203	188

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TOTAL NACIONAL POR CIUDADES

QUIEN CREES QUE TIENE MAYOR INFLUENCIA EN TUS DECISIONES

	TOTAL	CIUDAD																			
		LIMA	AQP	AYAC	CAJ	CHYO	CHIMB	CUSC	HYO	HCO	HRAZ	ICA	IQTS	PIUR	PCPA	PUNO	TCNA	TRUJ	TBES	TPTO	CHYAS
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Tus padres	76.5	74.8	85.8	83.6	91.8	76.4	80.8	87.8	67.4	68.3	85.6	91.3	88.2	87.2	74.2	87.4	76.4	75.4	89.8	87.6	89.8
Yo mismo / nadie	20.1	21.8	11.7	13.8	6.7	19.7	15.0	10.0	29.7	28.2	8.4	5.8	10.4	9.3	20.0	10.2	18.7	18.8	4.4	11.6	8.9
Tus amigos	1.8	1.9	0.2	1.6	0.4	1.1	2.2	0.7	1.3	1.8	4.4	1.3	0.7	2.0	3.8	0.9	1.1	3.3	3.3	0.2	0.0
Otros familiares	1.0	1.0	2.2	0.2	0.2	2.2	1.1	0.9	1.3	1.3	0.0	0.9	0.4	0.7	0.9	0.2	2.0	0.4	0.2	0.0	1.3
Otros	0.6	0.5	0.0	0.9	0.9	0.6	0.9	0.7	0.2	0.4	1.6	0.7	0.2	0.9	1.1	1.3	1.8	2.0	2.2	0.7	0.0

Total : 100%																					
Base: Total de entrevistados	9814	1240	452	450	450	462	452	450	451	451	450	450	450	452	450	452	450	452	450	450	450