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Perfil demográfico

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Fuente de datos : Multi-Platform
Zona geográfica : Argentina
Período : Julio de 2022
Universe Type : Desktop 6+ and Total Mobile 18+
Base : Audiencia total
Medios : Grupo Atlantida - PAPARAZZI - PARATI - GENTE
Fecha : 30/08/2022

[P][1] Grupo Atlantida

Grupo de audiencia objetivo/Audiencia objetivo	Total Unique Visitors/Viewers (000)		% Reach		% Composition UV		Composition Index UV		Total Views (MM)		Total Minutes (MM)	
	Total Digital Population	Mobile	Total Digital Population	Mobile	Total Digital Population	Mobile	Total Digital Population	Mobile	Total Digital Population	Mobile	Total Digital Population	Mobile
Audiencia total												
Audiencia total	6.207	6.036	17,5	20,1	100,0	100,0	100	100	58	54	80	75
Persons - Age												
Personas: 18-34	1.133	1.098	9,7	9,4	18,3	18,2	55	47	7	6	10	9
Personas: 35+	5.047	4.938	27,1	26,9	81,3	81,8	155	134	51	48	69	66
Males - Age												
Hombre: 18+	1.961	1.909	13,5	13,3	31,6	31,6	77	66	16	13	24	21
Females - Age												
Mujer: 18+	4.219	4.127	26,6	26,3	68,0	68,4	152	131	41	41	55	54

[M][1] PAPARAZZI.COM.AR

Grupo de audiencia objetivo/Audiencia objetivo	Total Unique Visitors/Viewers (000)		% Reach		% Composition UV		Composition Index UV		Total Views (MM)		Desktop-Only UV (000)	Mobile-Only UV (000)
	Total Digital Population	Mobile	Total Digital Population	Mobile	Total Digital Population	Mobile	Total Digital Population	Mobile	Total Digital Population	Mobile	Total Digital Population	Total Digital Population
Audiencia total												
Audiencia total	3.726	3.626	10,5	12,1	100,0	100,0	100	100	20	19	100	3.626
Persons - Age												
Personas: 18-34	772	751	6,6	6,4	20,7	20,7	63	53	3	3	21	751
Personas: 35+	2.932	2.875	15,7	15,7	78,7	79,3	150	130	16	16	57	2.875
Males - Age												
Hombre: 18+	1.285	1.255	8,9	8,8	34,5	34,6	84	73	5	5	30	1.255
Females - Age												
Mujer: 18+	2.419	2.371	15,3	15,1	64,9	65,4	145	125	15	14	48	2.371

[M][1] PARATI.COM.AR

Grupo de audiencia objetivo/Audiencia objetivo	Total Unique Visitors/Viewers (000)		% Reach		% Composition UV		Composition Index UV		Total Views (MM)		Desktop-Only UV (000)	Mobile-Only UV (000)
	Total Digital Population	Mobile	Total Digital Population	Mobile	Total Digital Population	Mobile	Total Digital Population	Mobile	Total Digital Population	Mobile	Total Digital Population	Total Digital Population
Audiencia total												
Audiencia total	3.526	3.449	9,9	11,5	100,0	100,0	100	100	15	14	77	3.449
Persons - Age												
Personas: 18-34	399	388	3,4	3,3	11,3	11,2	34	29	2	1	11	388
Personas: 35+	3.120	3.061	16,7	16,7	88,5	88,8	169	145	13	13	59	3.061
Males - Age												
Hombre: 18+	872	857	6,0	6,0	24,7	24,8	61	52	3	3	15	857
Females - Age												
Mujer: 18+	2.647	2.593	16,7	16,5	75,1	75,2	168	144	12	12	55	2.593

[M][1] GENTE.COM.AR

Grupo de audiencia objetivo/Audiencia objetivo	Total Unique Visitors/Viewers (000)		% Reach		% Composition UV		Composition Index UV		Total Views (MM)		Total Minutes (MM)	
	Total Digital Population	Mobile	Total Digital Population	Mobile	Total Digital Population	Mobile	Total Digital Population	Mobile	Total Digital Population	Mobile	Total Digital Population	Mobile
Audiencia total												
Audiencia total	2.573	2.531	7,2	8,4	100,0	100,0	100	100	9	9	13	13
Persons - Age												
Personas: 18-34	469	461	4,0	3,9	18,2	18,2	55	47	1	1	2	2
Personas: 35+	2.093	2.070	11,2	11,3	81,4	81,8	155	134	8	7	11	11
Males - Age												
Hombre: 18+	820	811	5,7	5,7	31,9	32,0	78	67	2	2	4	4
Females - Age												
Mujer: 18+	1.742	1.720	11,0	11,0	67,7	68,0	152	130	7	7	9	9