



**MULTIMIX DE CONSUMO: ASISTENCIA A CENTROS COMERCIALES, RESTAURANTES Y CENTROS DE
DISTRACCIÓN**

LUGARES DE ASISTENCIA (En los últimos 15 días)	TOTAL	SEXO		RANGO DE EDAD					NSE		
		HOMBRES	MUJERES	11 - 16	17 - 25	26 - 37	38 - 50	51 a Mas	A/B	C	D/E
AUTOSERVICIO	59.6	56.6	62.4	48.5	60.8	64.0	64.7	54.9	83.3	62.1	46.8
METRO	39.5	37.6	41.2	32.0	40.2	42.1	41.8	37.9	52.7	44.0	29.8
PLAZA VEA	18.6	16.5	20.6	14.4	17.7	23.0	19.7	15.6	34.2	19.0	11.1
TOTUS	13.6	13.6	13.6	11.3	13.0	15.7	17.6	9.0	19.6	15.0	9.7
TIENDAS POR DEPARTAMENTO	31.6	30.8	32.4	18.6	34.3	34.3	37.4	27.8	57.2	34.3	17.6
RIPLEY	17.6	15.7	19.4	11.2	21.2	19.3	19.7	13.6	39.2	18.2	7.2
SAGA	13.7	12.2	15.2	7.5	18.7	14.5	16.2	8.8	31.5	15.8	3.9
CENTRO COMERCIAL	30.4	29.6	31.1	23.6	38.4	30.5	33.2	23.1	53.1	31.9	18.7
MEGAPLAZA	9.7	10.6	8.8	9.9	12.1	8.4	12.9	5.2	7.9	12.4	8.4
JOCKEY PLAZA	6.5	6.0	7.0	2.2	7.6	6.2	8.0	7.1	21.4	3.6	1.9
PLAZA SAN MIGUEL	5.6	5.6	5.6	2.9	7.6	7.0	5.1	3.8	11.4	6.9	1.9
PARQUE CANEPA	4.4	3.8	5.1	3.0	4.9	5.9	3.3	4.2	2.9	5.1	4.6
RESTAURANTE	51.4	51.4	51.4	39	50	57.7	58	46.7	66.3	52.2	44.0
BARRIO / ZONA	15.1	17.0	13.4	10.1	15.2	17.3	16.1	14.5	12.6	14.2	17.0
CHIFA	13.0	13.2	12.7	10.5	13.9	12.4	13.5	13.9	21.8	12.0	9.7
POLLERIA	12.0	11.9	12.1	12.1	11.1	11.8	16.1	9.1	10.7	13.0	11.8
FAST FOOD	28.5	28.2	28.8	25.6	34.9	31.9	28.9	18.5	52.8	29.9	16.2
KENTUCKY FRIED CHICKEN	8.6	7.4	9.7	4.7	9.5	10.3	10.5	5.8	23.1	8.5	1.9
BARRIO/ZONA	6.9	8.2	5.7	6.7	8.4	8.8	5.3	4.6	3.4	8.2	7.5
MC DONALD'S	6.0	5.3	6.6	6.3	8.8	5.9	6.2	2.5	11.9	6.3	2.9
BEMBOS	4.6	4.2	4.9	3.8	6.9	5.2	4.4	1.8	10.7	5.0	1.4
PIZZA HUT	3.5	2.8	4.3	3.1	4.7	3.9	3.2	2.4	9.7	3.3	0.9
BURGER KING	2.1	2.1	2.0	1.5	3.7	1.9	2.1	0.8	5.2	1.8	0.8
CAFE / HELADERIA	25.0	22.1	27.8	22.6	28.6	26.6	26.0	19.9	49.0	23.3	15.4
BARRIO / ZONA	17.1	15.5	18.6	18.0	19.1	18.8	16.7	12.4	19.4	19.2	14.3
LARITZA	3.0	2.5	3.6	1.7	2.6	3.2	4.5	2.7	13.0	0.9	0.1
PARQUE DE DISTRACCION	24.1	22	26	24.6	28.2	28.3	22.2	15.6	25.6	22.3	24.8
PARQUE DE LAS LEYENDAS	4.3	4.2	4.3	5.2	3.8	5.6	3.2	3.5	4.8	3.0	5.0
PARQUE DE LA AMISTAD	3.1	2.6	3.7	1.8	2.7	4.7	3.0	2.7	4.9	3.0	2.4
PARQUE DE LA MURALLA	2.6	2.3	2.9	0.9	2.7	3.1	2.8	2.8	3.1	2.9	2.2
PLAYLAND PARK	2.6	3.0	2.3	4.4	5.1	2.9	1.0	0.0	2.2	2.4	3.0
EVENTOS DEPORTIVOS	21.3	29	14	25.5	26	23.9	19.3	11.8	20.0	20.7	22.3
FUTBOL	16.0	25.7	6.8	15.7	20.6	18.7	13.4	10.1	13.0	15.2	18.0
VOLEY	2.8	1.5	4.0	5.9	2.6	2.1	3.8	1.0	2.8	2.7	2.9
DISCOTECA/ PUB/ KARAOKE O BAR	15.4	17.8	13.1	8.4	32.9	18.7	9.9	1.6	18.3	16.8	12.9
BARRIO / ZONA	6.3	7.3	5.5	3.6	12.7	7.9	4.6	1.0	5.0	7.2	6.3
EL RETABLO	1.1	1.1	1.0	0.4	1.9	1.1	1.3	0.3	0.8	1.1	1.2
CINE	14.2	14.2	14.3	14.4	23.7	19.3	7.3	4	28.2	13.8	8.1
CINEMARK MEGAPLAZA	1.6	1.9	1.4	2.1	3.5	2.0	0.5	0.0	1.6	2.0	1.4
PLANET CENTRO	1.4	1.4	1.4	0.2	3.3	1.8	0.7	0.4	1.2	2.7	0.5
CINEMARK SAN MIGUEL	1.2	1.3	1.2	1.8	2.0	1.8	0.5	0.0	2.2	1.3	0.8