

**AUDIENCIA RADIAL DE EMISORAS FM/AM POR NIVELES SOCIOECONÓMICOS
- LIMA METROPOLITANA -**

PROMEDIO: LUNES A DOMINGO DE 00:00 - 24:00 hrs.

GRUPO OBJETIVO : Hombres y mujeres de 11 años a más / NSE Total

R K G	EMISORAS	Rtg.	Mls.	A/B		C		D		E	
				Rtg.	Mls.	Rtg.	Mls.	Rtg.	Mls.	Rtg.	Mls.
Audiencia Promedio por 1/2 Hora		13.5	1021.1	12.0	201.8	13.4	381.5	14.1	331.2	15.3	106.3
1	R.P.P. (FM/AM)	1.4	105.7	1.5	25.4	1.4	41.4	1.2	28.5	1.5	10.3
2	Moda (FM)	1.0	72.4	0.7	11.3	0.9	24.9	1.1	26.6	1.4	9.7
3	Radiomar Plus (FM/AM)	0.7	56.7	0.4	6.7	0.8	22.5	1.0	24.0	0.5	3.6
4	Panamericana (FM/AM)	0.7	56.6	0.6	10.8	0.7	20.5	0.8	18.7	0.9	6.5
5	La Karibeña (FM)	0.7	55.8	0.2	2.6	0.8	21.8	0.9	22.0	1.3	9.4
6	Ritmo Romantica (FM)	0.7	55.2	0.6	10.5	0.8	22.2	0.7	16.7	0.8	5.8
7	Felicidad (FM/AM)	0.7	55.1	1.0	16.2	0.8	21.9	0.5	12.5	0.6	4.5
8	Nueva Q Fm (FM/AM)	0.7	53.1	0.3	5.4	0.8	21.9	0.8	19.1	1.0	6.8
9	La Inolvidable (FM/AM)	0.7	52.7	1.1	18.0	0.7	19.0	0.5	12.3	0.5	3.5
10	La Zona (FM)	0.6	46.7	0.2	3.2	0.6	18.2	0.8	19.4	0.8	5.9
11	Onda Cero (FM/AM)	0.5	36.3	0.3	5.1	0.5	13.1	0.7	15.5	0.4	2.6
12	Planeta (FM)	0.4	32.6	0.5	8.2	0.4	12.8	0.4	9.0	0.4	2.5
13	Capital (FM/AM)	0.4	31.7	0.7	11.6	0.4	12.6	0.3	6.3	0.2	1.2
14	Studio 92 (FM)	0.4	31.3	0.5	9.2	0.4	12.7	0.4	9.0	0.1	0.4
15	Corazon (FM)	0.4	30.4	0.4	7.0	0.3	9.0	0.4	9.7	0.7	4.7
16	Oasis (FM)	0.3	25.4	0.4	7.0	0.4	11.1	0.2	5.5	0.2	1.7
17	Okey (FM)	0.3	22.9	0.1	2.0	0.4	10.4	0.4	8.4	0.3	2.1
18	Magica (FM)	0.3	19.8	0.7	12.0	0.2	6.8	0.0	0.8	0.0	0.3
19	Oxigeno (FM)	0.3	19.7	0.4	7.3	0.2	6.2	0.2	5.1	0.2	1.1
20	Union (FM)	0.2	17.8	0.0	0.5	0.2	5.4	0.3	8.1	0.5	3.8
21	Exitosa (FM)	0.2	16.5	0.1	1.7	0.2	6.0	0.3	7.3	0.2	1.5
22	Comas (FM)	0.1	10.3	0.0	0.7	0.1	3.7	0.2	5.4	0.1	0.5
23	Viva Fm (FM)	0.1	8.0	0.3	5.2	0.1	1.8	0.0	0.8	0.0	0.2
24	Inca (AM)	0.1	3.9	0.0	0.0	0.0	1.4	0.1	1.7	0.1	0.7
25	Canto Grande (FM)	0.0	2.2	0.0	0.0	0.1	1.5	0.0	0.4	0.0	0.2
26	Nacional (FM/AM)	0.0	1.9	0.0	0.3	0.0	1.1	0.0	0.3	0.0	0.1
27	Comas (AM)	0.0	1.1	0.0	0.0	0.0	0.1	0.0	1.0	0.0	0.0
28	Union (AM)	0.0	0.9	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.0
29	Stereo Villa (FM)	0.0	0.5	0.0	0.0	0.0	0.2	0.0	0.3	0.0	0.0
30	La Hot (FM)	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
31	Ot Emisoras (FM)	0.7	54.6	0.5	7.6	0.5	14.1	0.9	21.5	1.6	11.4
32	Ot Emisoras (AM)	0.6	43.1	0.4	6.3	0.6	16.9	0.6	14.6	0.7	5.2

FUENTE: Estudios de Audiencia Radial en Lima Metropolitana - Febrero 2013