

KANTAR IBOPE MEDIA

	Gde. São Paulo		Gde. Rio de Janeiro		15 mercados (PNT)	
	Domicílios c/ TV	Indivíduos 4+ c/ TV	Domicílios c/ TV	Indivíduos 4+ c/ TV	Domicílios c/ TV	Indivíduos 4+ c/ TV
Universo 2017	7.055.934	19.930.862	4.404.685	11.690.573	24.570.186	68.821.092
1	70.559	199.309	44.047	116.906	245.702	688.211
2	141.119	398.617	88.094	233.811	491.404	1.376.422
3	211.678	597.926	132.141	350.717	737.106	2.064.633
4	282.237	797.234	176.187	467.623	982.807	2.752.844
5	352.797	996.543	220.234	584.529	1.228.509	3.441.055
6	423.356	1.195.852	264.281	701.434	1.474.211	4.129.266
7	493.915	1.395.160	308.328	818.340	1.719.913	4.817.476
8	564.475	1.594.469	352.375	935.246	1.965.615	5.505.687
9	635.034	1.793.778	396.422	1.052.152	2.211.317	6.193.898
10	705.593	1.993.086	440.469	1.169.057	2.457.019	6.882.109
11	776.153	2.192.395	484.515	1.285.963	2.702.720	7.570.320
12	846.712	2.391.703	528.562	1.402.869	2.948.422	8.258.531
13	917.271	2.591.012	572.609	1.519.774	3.194.124	8.946.742
14	987.831	2.790.321	616.656	1.636.680	3.439.826	9.634.953
15	1.058.390	2.989.629	660.703	1.753.586	3.685.528	10.323.164
16	1.128.949	3.188.938	704.750	1.870.492	3.931.230	11.011.375
17	1.199.509	3.388.247	748.796	1.987.397	4.176.932	11.699.586
18	1.270.068	3.587.555	792.843	2.104.303	4.422.633	12.387.797
19	1.340.627	3.786.864	836.890	2.221.209	4.668.335	13.076.007
20	1.411.187	3.986.172	880.937	2.338.115	4.914.037	13.764.218
21	1.481.746	4.185.481	924.984	2.455.020	5.159.739	14.452.429

22	1.552.305	4.384.790	969.031	2.571.926	5.405.441	15.140.640
23	1.622.865	4.584.098	1.013.078	2.688.832	5.651.143	15.828.851
24	1.693.424	4.783.407	1.057.124	2.805.738	5.896.845	16.517.062
25	1.763.984	4.982.716	1.101.171	2.922.643	6.142.547	17.205.273
26	1.834.543	5.182.024	1.145.218	3.039.549	6.388.248	17.893.484
27	1.905.102	5.381.333	1.189.265	3.156.455	6.633.950	18.581.695
28	1.975.662	5.580.641	1.233.312	3.273.360	6.879.652	19.269.906
29	2.046.221	5.779.950	1.277.359	3.390.266	7.125.354	19.958.117
30	2.116.780	5.979.259	1.321.406	3.507.172	7.371.056	20.646.328
31	2.187.340	6.178.567	1.365.452	3.624.078	7.616.758	21.334.539
32	2.257.899	6.377.876	1.409.499	3.740.983	7.862.460	22.022.749
33	2.328.458	6.577.184	1.453.546	3.857.889	8.108.161	22.710.960
34	2.399.018	6.776.493	1.497.593	3.974.795	8.353.863	23.399.171
35	2.469.577	6.975.802	1.541.640	4.091.701	8.599.565	24.087.382
36	2.540.136	7.175.110	1.585.687	4.208.606	8.845.267	24.775.593
37	2.610.696	7.374.419	1.629.733	4.325.512	9.090.969	25.463.804
38	2.681.255	7.573.728	1.673.780	4.442.418	9.336.671	26.152.015
39	2.751.814	7.773.036	1.717.827	4.559.323	9.582.373	26.840.226
40	2.822.374	7.972.345	1.761.874	4.676.229	9.828.074	27.528.437
41	2.892.933	8.171.653	1.805.921	4.793.135	10.073.776	28.216.648
42	2.963.492	8.370.962	1.849.968	4.910.041	10.319.478	28.904.859
43	3.034.052	8.570.271	1.894.015	5.026.946	10.565.180	29.593.070
44	3.104.611	8.769.579	1.938.061	5.143.852	10.810.882	30.281.280
45	3.175.170	8.968.888	1.982.108	5.260.758	11.056.584	30.969.491
46	3.245.730	9.168.197	2.026.155	5.377.664	11.302.286	31.657.702
47	3.316.289	9.367.505	2.070.202	5.494.569	11.547.987	32.345.913
48	3.386.848	9.566.814	2.114.249	5.611.475	11.793.689	33.034.124
49	3.457.408	9.766.122	2.158.296	5.728.381	12.039.391	33.722.335
50	3.527.967	9.965.431	2.202.343	5.845.287	12.285.093	34.410.546

51	3.598.526	10.164.740	2.246.389	5.962.192	12.530.795	35.098.757
52	3.669.086	10.364.048	2.290.436	6.079.098	12.776.497	35.786.968
53	3.739.645	10.563.357	2.334.483	6.196.004	13.022.199	36.475.179
54	3.810.204	10.762.665	2.378.530	6.312.909	13.267.900	37.163.390
55	3.880.764	10.961.974	2.422.577	6.429.815	13.513.602	37.851.601
56	3.951.323	11.161.283	2.466.624	6.546.721	13.759.304	38.539.812
57	4.021.882	11.360.591	2.510.670	6.663.627	14.005.006	39.228.022
58	4.092.442	11.559.900	2.554.717	6.780.532	14.250.708	39.916.233
59	4.163.001	11.759.209	2.598.764	6.897.438	14.496.410	40.604.444
60	4.233.560	11.958.517	2.642.811	7.014.344	14.742.112	41.292.655
61	4.304.120	12.157.826	2.686.858	7.131.250	14.987.813	41.980.866
62	4.374.679	12.357.134	2.730.905	7.248.155	15.233.515	42.669.077
63	4.445.238	12.556.443	2.774.952	7.365.061	15.479.217	43.357.288
64	4.515.798	12.755.752	2.818.998	7.481.967	15.724.919	44.045.499
65	4.586.357	12.955.060	2.863.045	7.598.872	15.970.621	44.733.710
66	4.656.916	13.154.369	2.907.092	7.715.778	16.216.323	45.421.921
67	4.727.476	13.353.678	2.951.139	7.832.684	16.462.025	46.110.132
68	4.798.035	13.552.986	2.995.186	7.949.590	16.707.726	46.798.343
69	4.868.594	13.752.295	3.039.233	8.066.495	16.953.428	47.486.553
70	4.939.154	13.951.603	3.083.280	8.183.401	17.199.130	48.174.764
71	5.009.713	14.150.912	3.127.326	8.300.307	17.444.832	48.862.975
72	5.080.272	14.350.221	3.171.373	8.417.213	17.690.534	49.551.186
73	5.150.832	14.549.529	3.215.420	8.534.118	17.936.236	50.239.397
74	5.221.391	14.748.838	3.259.467	8.651.024	18.181.938	50.927.608
75	5.291.951	14.948.147	3.303.514	8.767.930	18.427.640	51.615.819
76	5.362.510	15.147.455	3.347.561	8.884.835	18.673.341	52.304.030
77	5.433.069	15.346.764	3.391.607	9.001.741	18.919.043	52.992.241
78	5.503.629	15.546.072	3.435.654	9.118.647	19.164.745	53.680.452
79	5.574.188	15.745.381	3.479.701	9.235.553	19.410.447	54.368.663

80	5.644.747	15.944.690	3.523.748	9.352.458	19.656.149	55.056.874
81	5.715.307	16.143.998	3.567.795	9.469.364	19.901.851	55.745.085
82	5.785.866	16.343.307	3.611.842	9.586.270	20.147.553	56.433.295
83	5.856.425	16.542.615	3.655.889	9.703.176	20.393.254	57.121.506
84	5.926.985	16.741.924	3.699.935	9.820.081	20.638.956	57.809.717
85	5.997.544	16.941.233	3.743.982	9.936.987	20.884.658	58.497.928
86	6.068.103	17.140.541	3.788.029	10.053.893	21.130.360	59.186.139
87	6.138.663	17.339.850	3.832.076	10.170.799	21.376.062	59.874.350
88	6.209.222	17.539.159	3.876.123	10.287.704	21.621.764	60.562.561
89	6.279.781	17.738.467	3.920.170	10.404.610	21.867.466	61.250.772
90	6.350.341	17.937.776	3.964.217	10.521.516	22.113.167	61.938.983
91	6.420.900	18.137.084	4.008.263	10.638.421	22.358.869	62.627.194
92	6.491.459	18.336.393	4.052.310	10.755.327	22.604.571	63.315.405
93	6.562.019	18.535.702	4.096.357	10.872.233	22.850.273	64.003.616
94	6.632.578	18.735.010	4.140.404	10.989.139	23.095.975	64.691.826
95	6.703.137	18.934.319	4.184.451	11.106.044	23.341.677	65.380.037
96	6.773.697	19.133.628	4.228.498	11.222.950	23.587.379	66.068.248
97	6.844.256	19.332.936	4.272.544	11.339.856	23.833.080	66.756.459
98	6.914.815	19.532.245	4.316.591	11.456.762	24.078.782	67.444.670
99	6.985.375	19.731.553	4.360.638	11.573.667	24.324.484	68.132.881
100	7.055.934	19.930.862	4.404.685	11.690.573	24.570.186	68.821.092