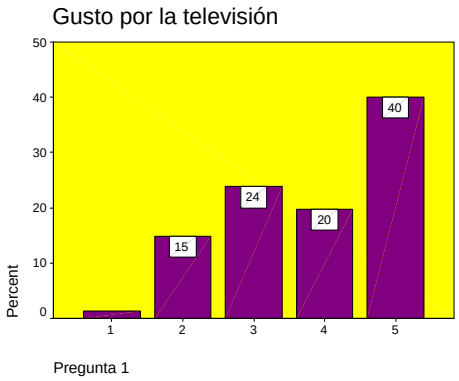
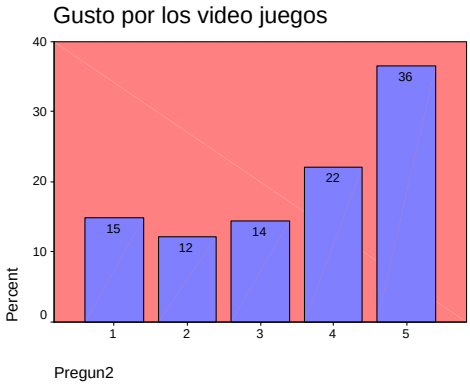
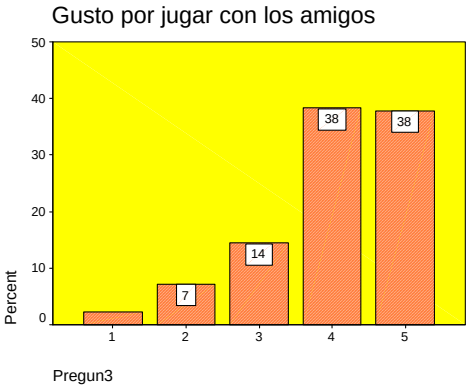
Anexo E: Gráficas

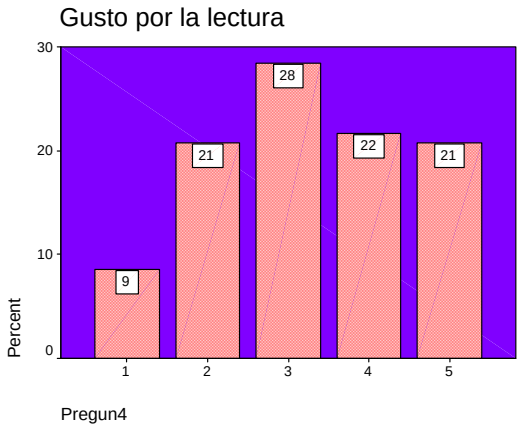
Graficas análisis general

Gustos








Gusto por la lectura
Percent
30
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10
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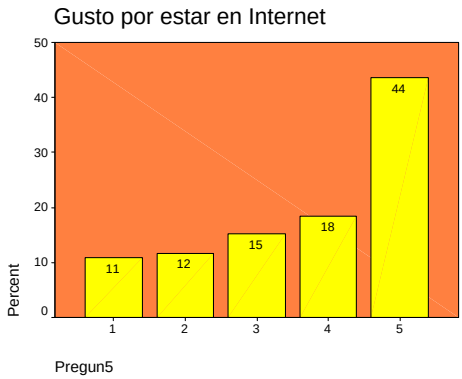
9
21
28
22
21
1
2
3
4
5
Pregun4


Gusto por estar en Internet
Percent
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10
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11
12
15
18
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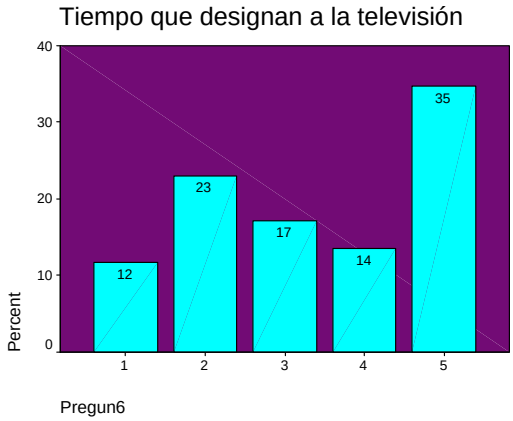
2
3
4
5
Pregun5

Tiempos


Tiempo que designan a la televisión
Percent
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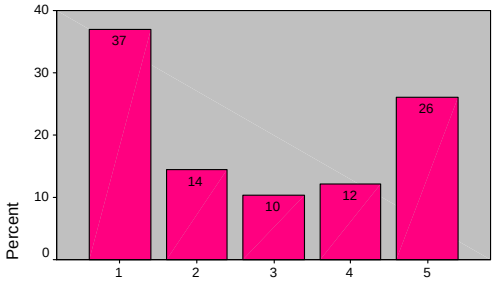
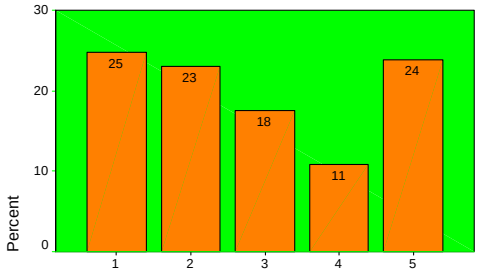
12
23
17
14
35
1
2
3
4
5
Pregun6

Tiempo que designana a los video juegos



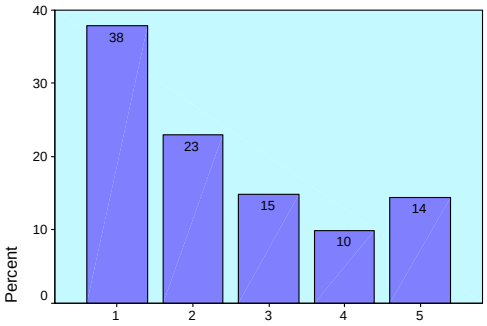
Pregun7

Tiempo que designan a jugar con sus amigos



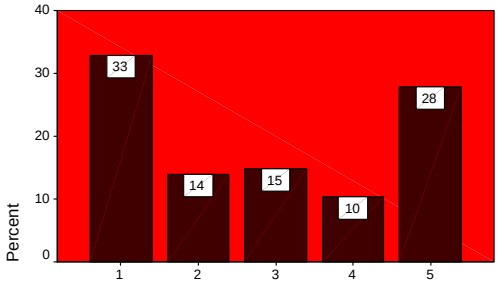
Pregun8

Tiempo que designan a la lectura



Pregun9

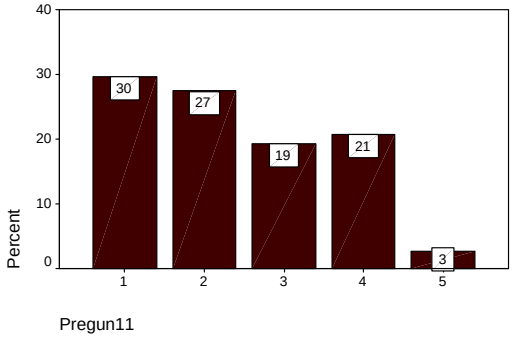
Tiempo que designan a estar en Internet



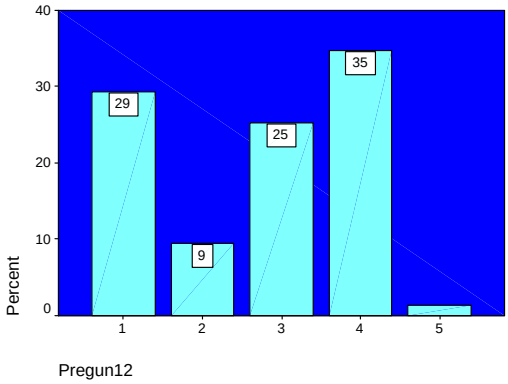
Pregun10

Preferencias

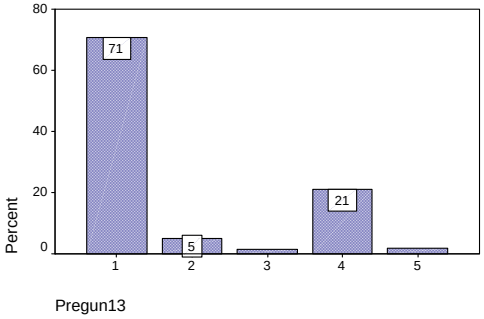
Formato de publicación preferido

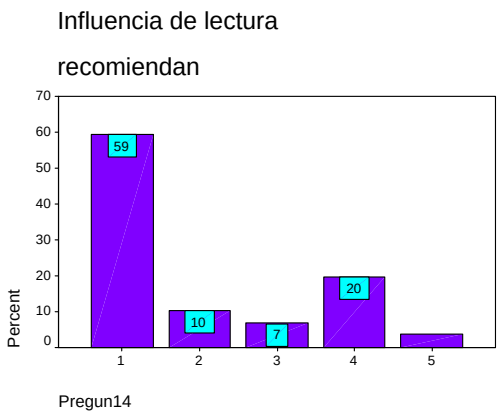


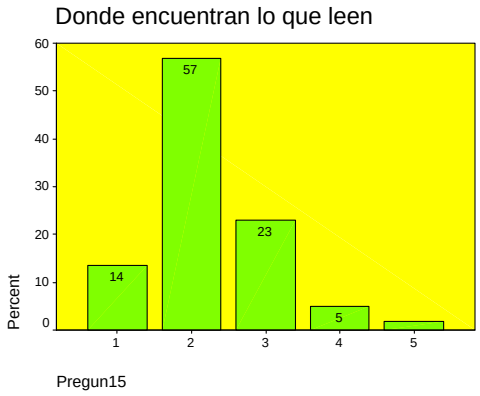
Tipo de lectura que prefieren



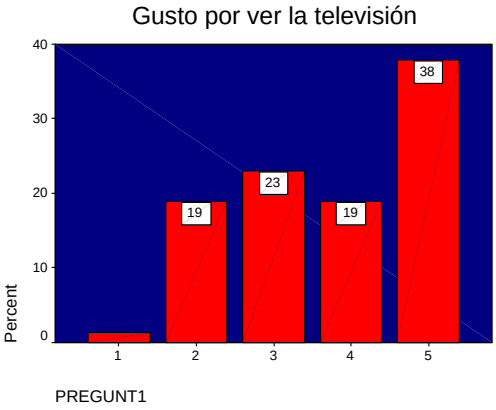
Influencia de lectura compra

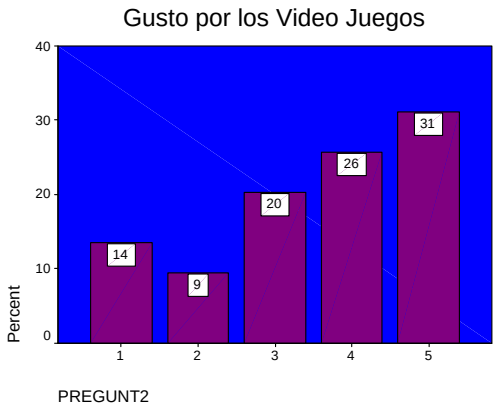






Graficas según el gusto y el nivel socioeconómico (según la división que se hizo) Alto




Gusto por los Video Juegos
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26
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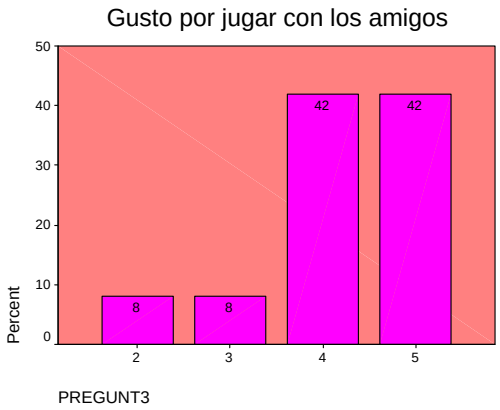
4
5
PREGUNT2


Gusto por jugar con los amigos
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8
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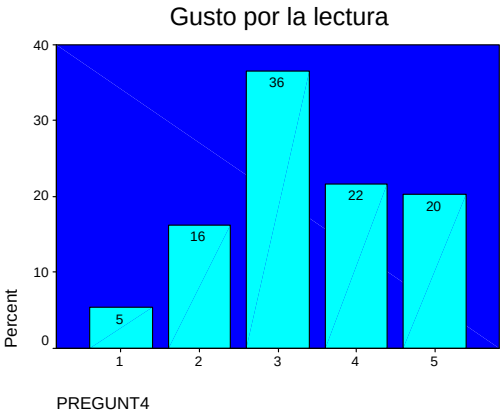
4
5
PREGUNT3


Gusto por la lectura
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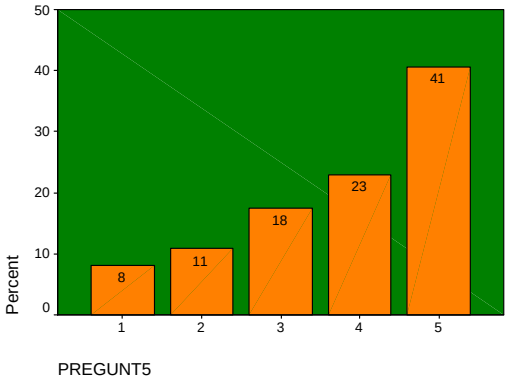
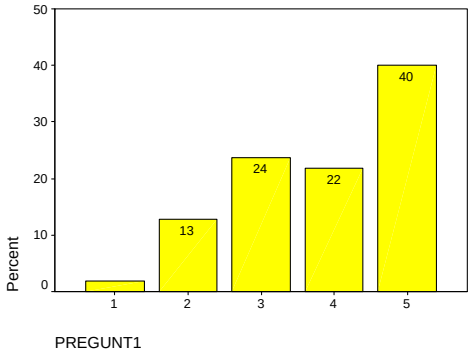
4
5
PREGUNT4

Gusto por el Internet

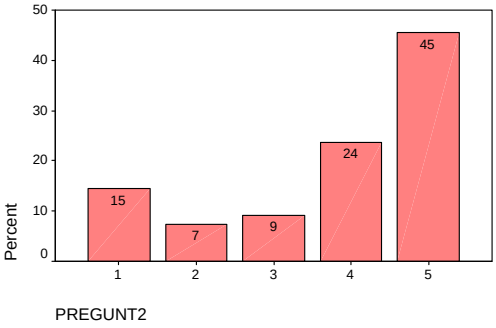


Medio

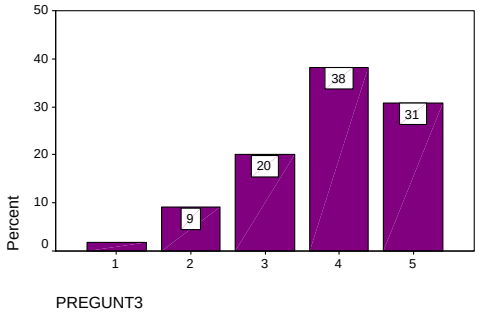
Gusto por la television



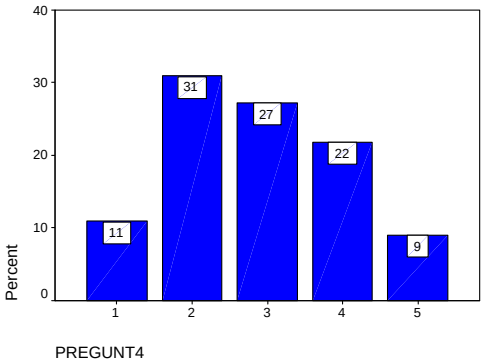
Gusto por los video juegos



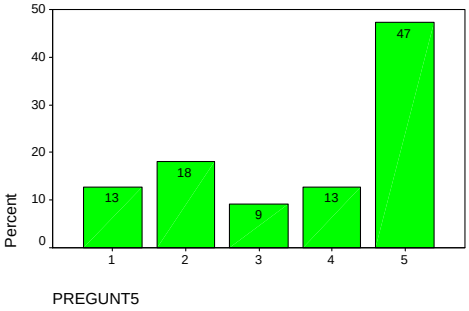
Gusto por jugar con los amigos



Gusto por la lectura

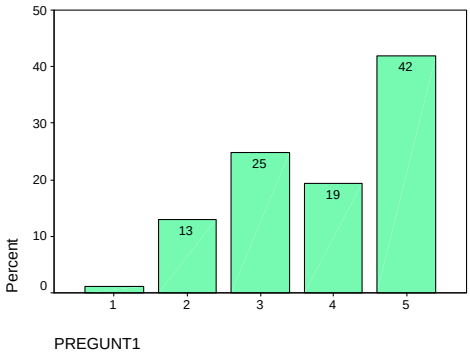


Gusto por estar en Internet

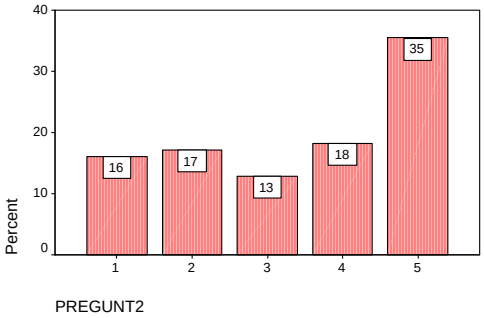


Bajo

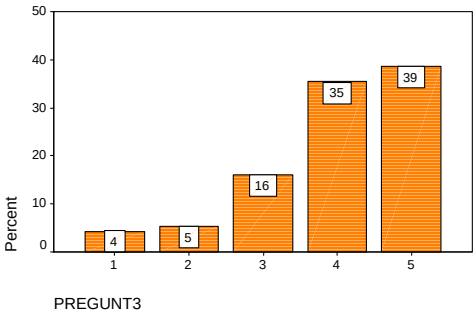
Gusto por la televisión



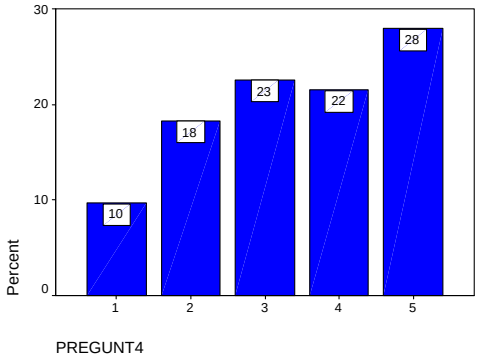
Gusto por los video juegos

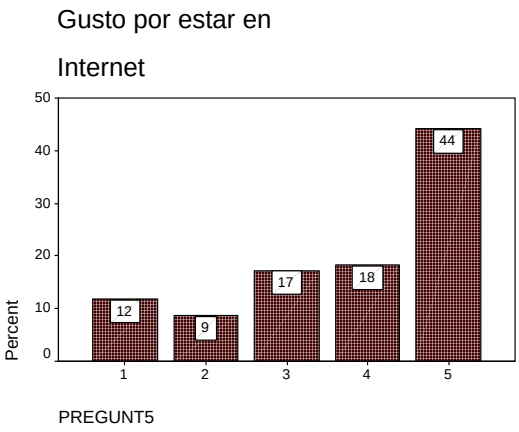


Gusto por estar con los amigos



Gusto por la lectura

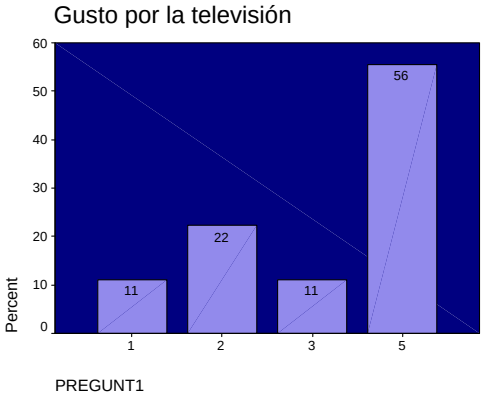




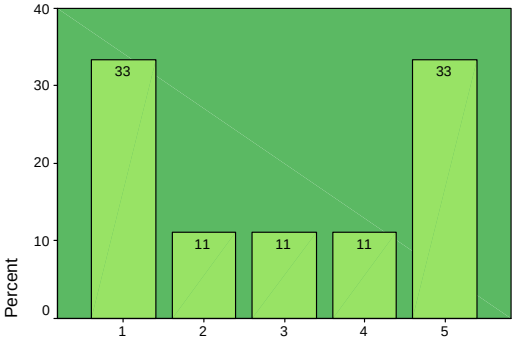
Graficas según el gusto, el nivel socioeconómico (según la división que se hizo) y las edades

Alto

Siete

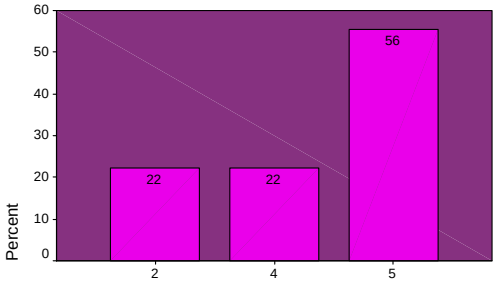


Gusto por los video juegos



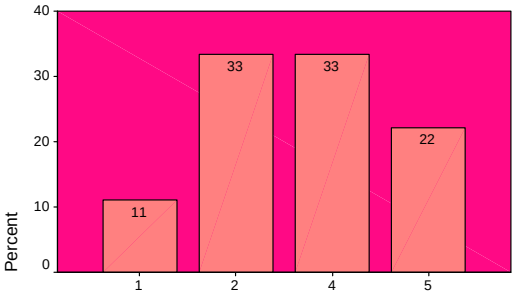
PREGUNT2

Gusto por estar con sus amigos



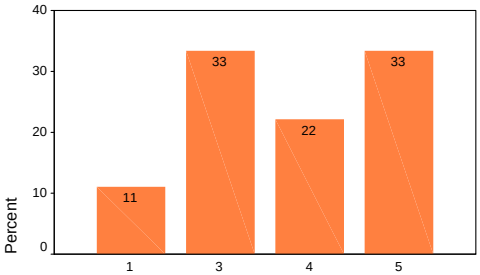
PREGUNT3

Gusto por la lectura



PREGUNT4

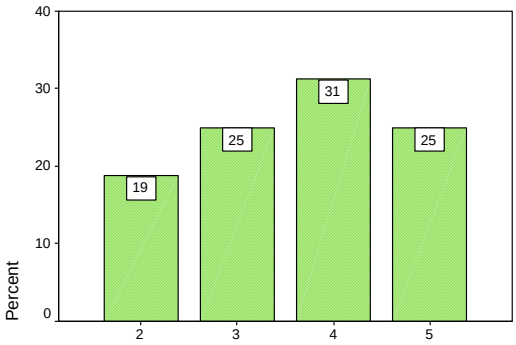
Gusto por el Internet



PREGUNT5

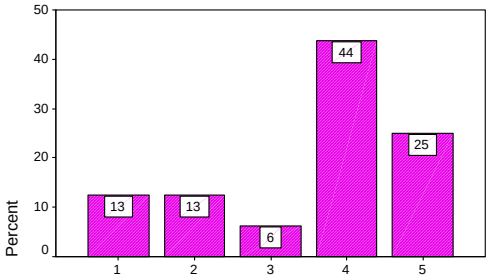
Alto
Ocho

Gusto por la televisión



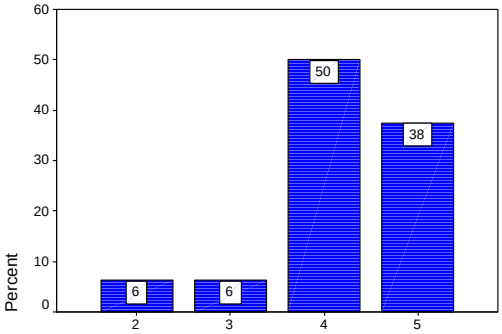
PREGUNT1

Gusto por los video juegos

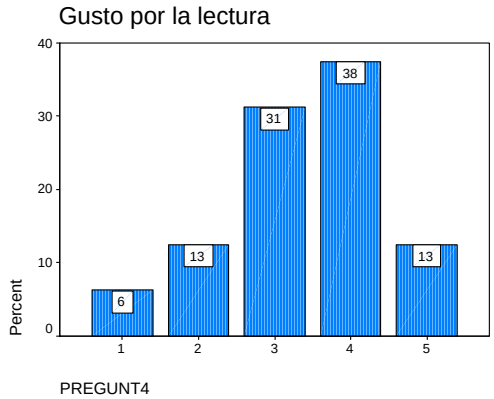


PREGUNT2

Gusto por estar con los amigos



PREGUNT3


Gusto por la lectura
Percent
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20
10
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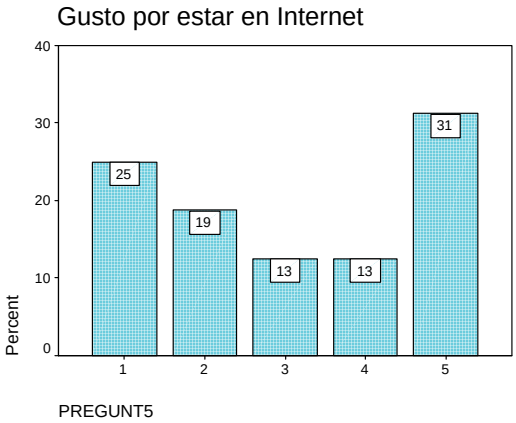
6
13
31
38
13
1
2
3
4
5
PREGUNT4


Gusto por estar en Internet
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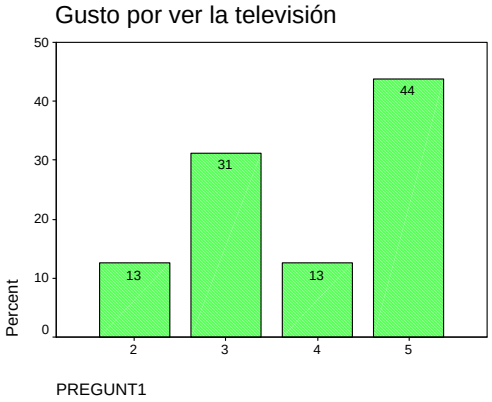
3
4
5
PREGUNT5

Alto
Nueve


Gusto por ver la televisión
Percent
50
40
30
20
10
0
13
31
13
44
2
3
4
5
PREGUNT1

Gusto por jugar video juegos
Percent
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30
20
10
0
13
6
19
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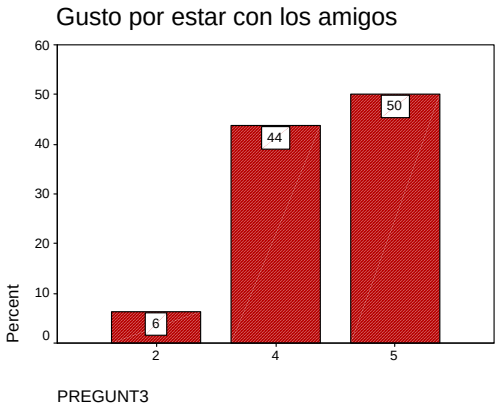
38
1
2
3
4
5
PREGUNT2


Gusto por estar con los amigos
Percent
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30
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6
44
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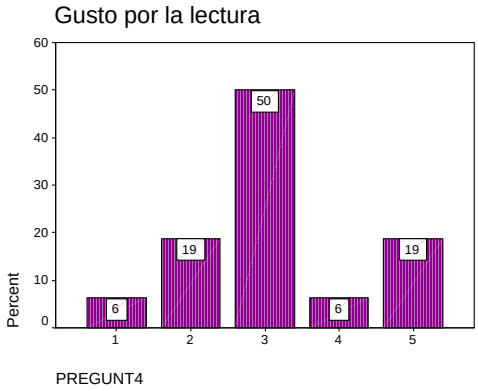
2
4
5
PREGUNT3


Gusto por la lectura
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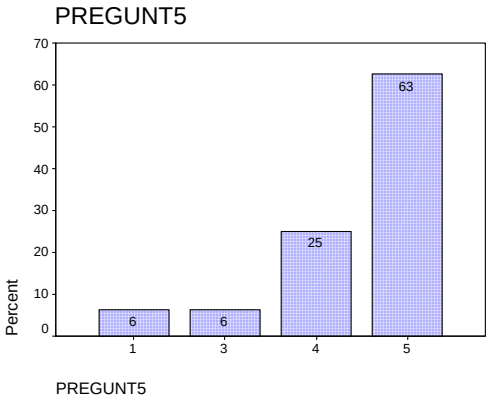
4
5
PREGUNT4


PREGUNT5
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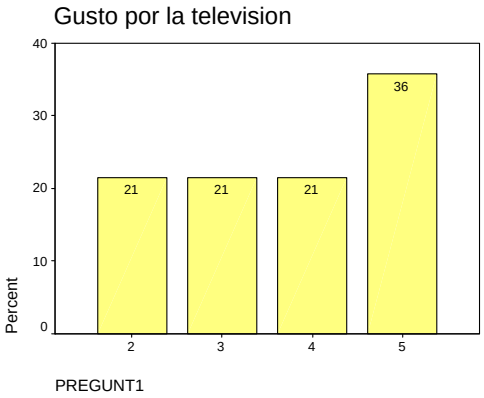
4
5
PREGUNT5

Alto
Diez


Gusto por la television
Percent
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36
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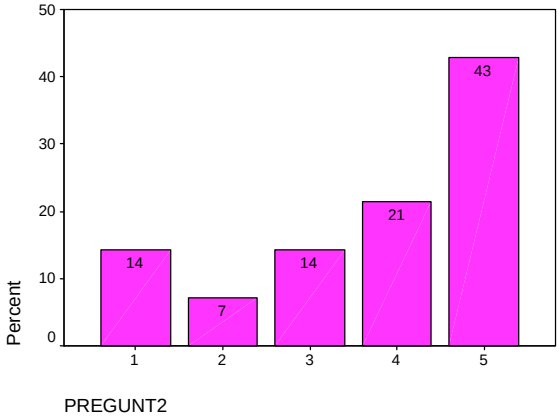
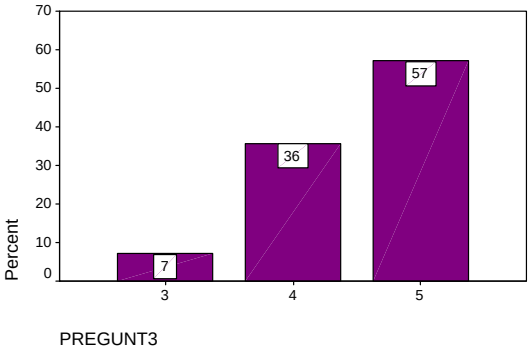
3
4
5
PREGUNT1

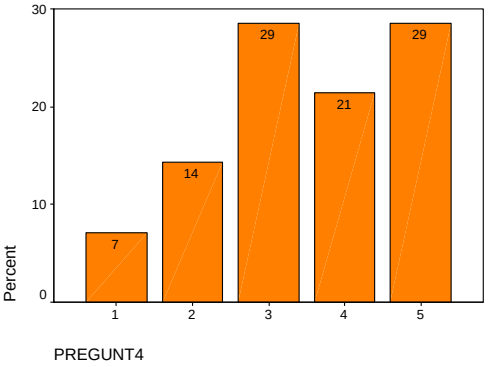
Gusto por los video juegos



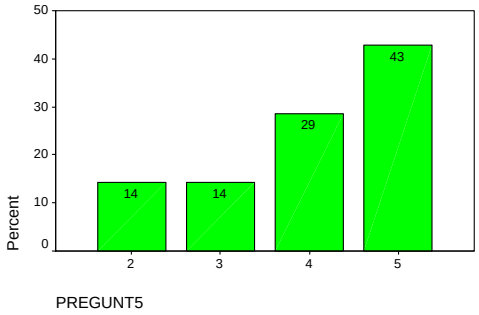
Gusto por estar con los amigos



Gusto por la lectura

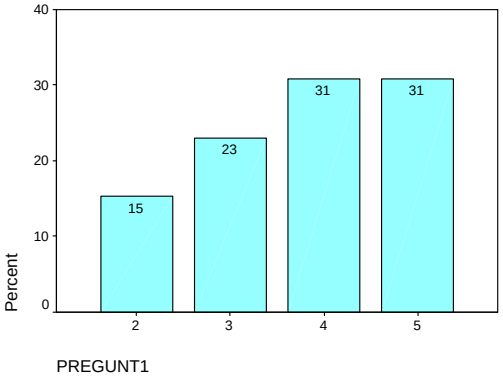


Gusto por estar en Internet

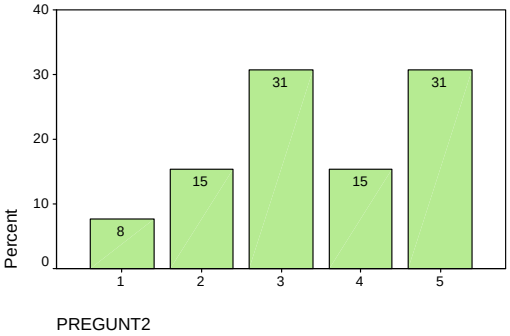


Alto
Once

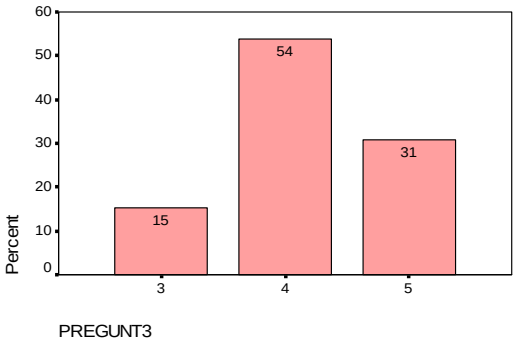
Gusto por ver la televisión



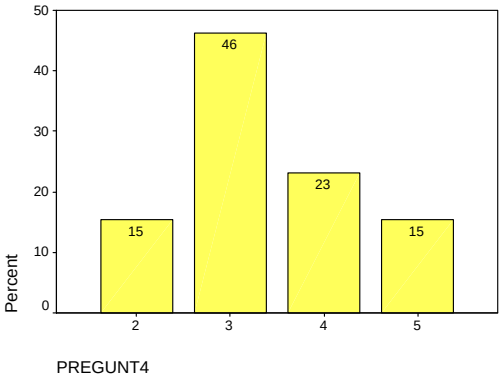
Gusto por jugar videojuegos



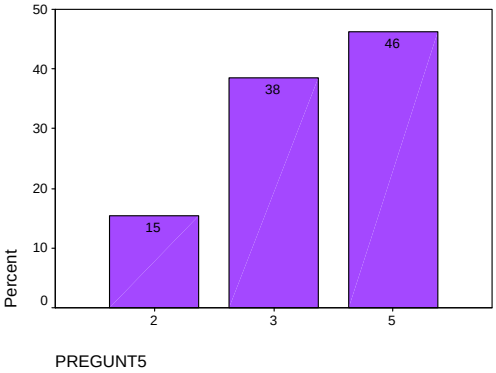
Gusto por jugar con los amigos



Gusto por la lectura

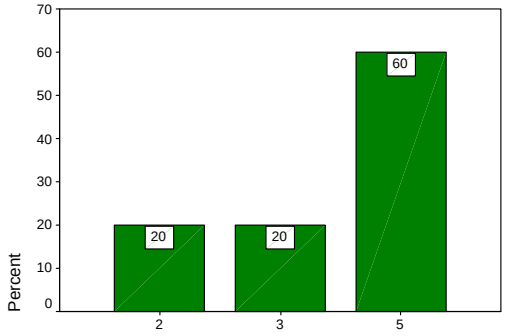


Gusto por estar en Internet



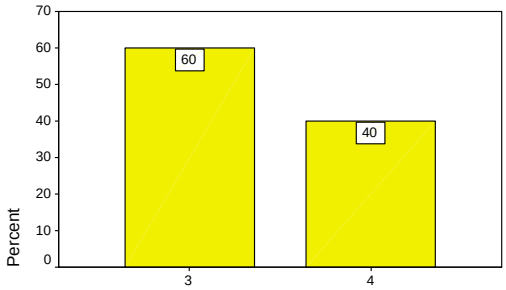
Alto
Doce

Gusto por ver la televisión



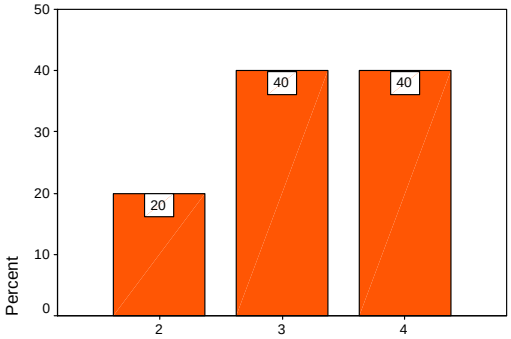
PREGUNT1

Gusto por jugar videojuegos

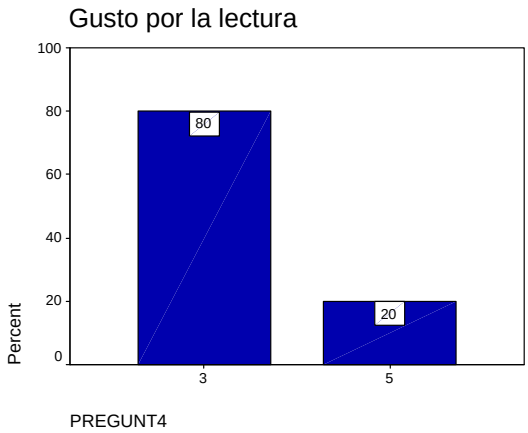


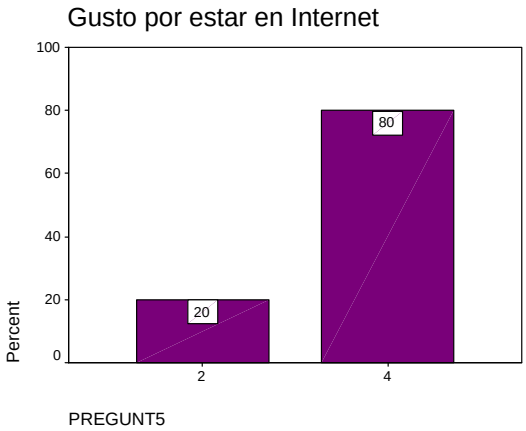
PREGUNT2

Gusto por estar con los amigos

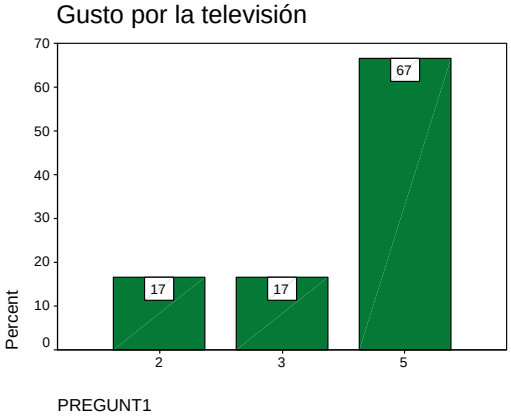


PREGUNT3

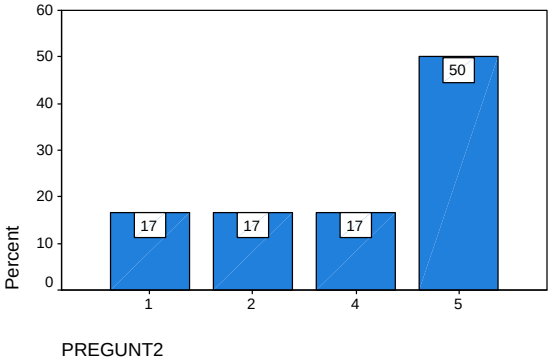

Gusto por la lectura
100
80
60
40
20
0
Percent
80
20
3
5
PREGUNT4


Gusto por estar en Internet
100
80
60
40
20
0
Percent
20
80
2
4
PREGUNT5

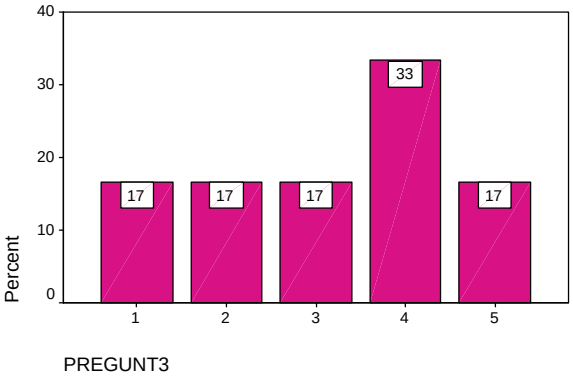
Medio
Siete


Gusto por la televisión
70
60
50
40
30
20
10
0
Percent
17
17
67
2
3
5
PREGUNT1

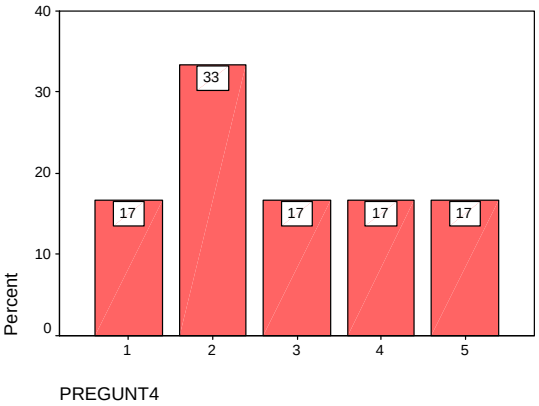
Gusto por los videojuegos



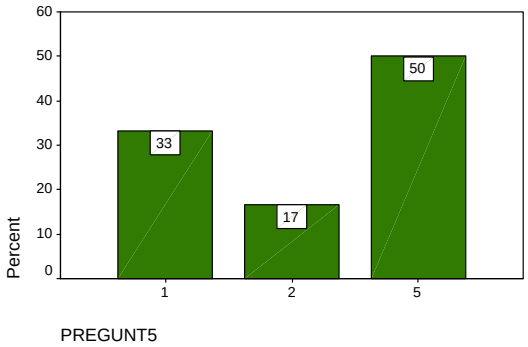
Gusto por estar con los amigos



Gusto por la lectura

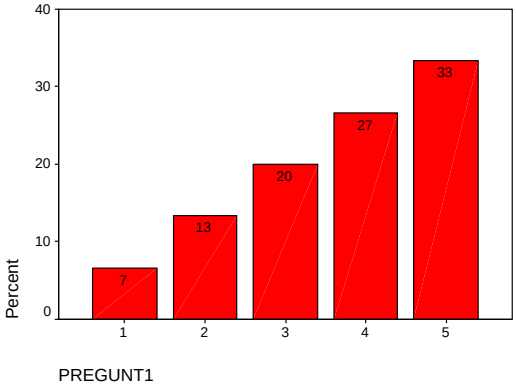


Gusto por estar en Internet

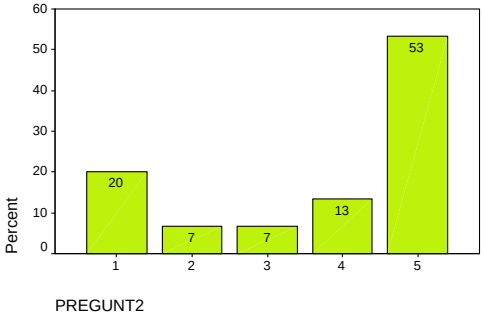


Medio Ocho

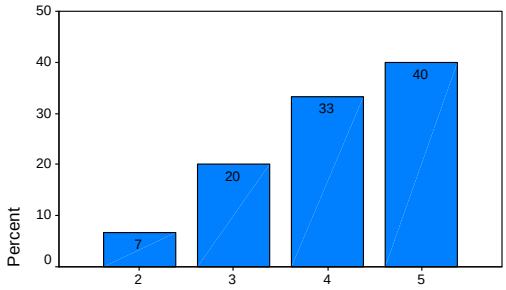
Gusto por la televisión



Gusto por los vidoe juegos

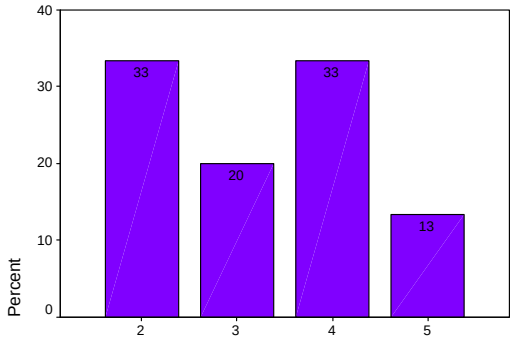


Gusto por estar con los amigos



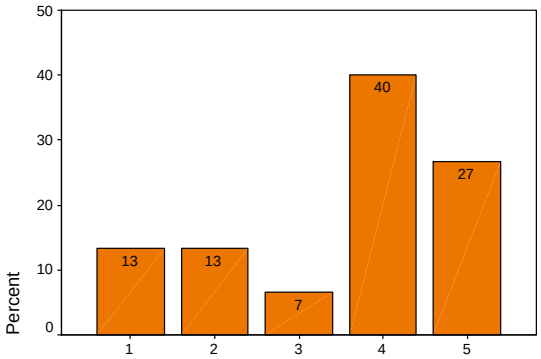
PREGUNT3

Gusto por la lectura



PREGUNT4

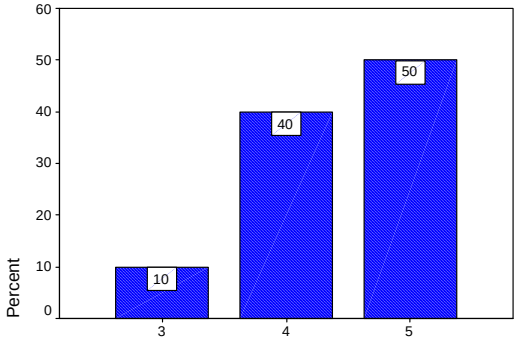
Gusto por estar en Internet



PREGUNT5

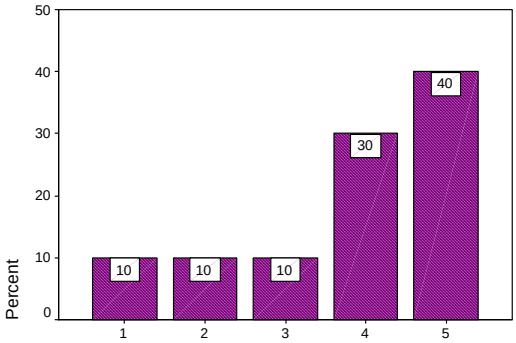
Medio
Nueve

Gusto por ver la televisión



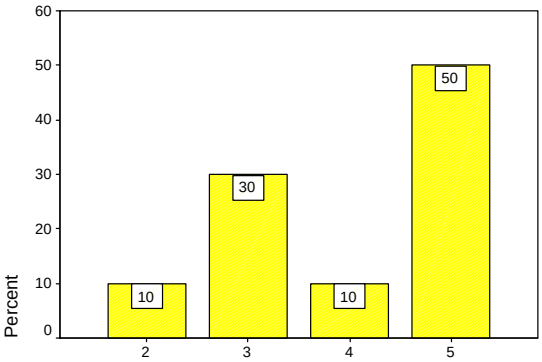
PREGUNT1

Gusto por los video juegos

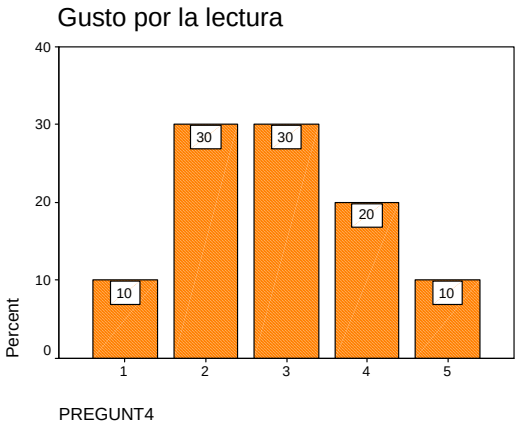


PREGUNT2

Gusto por estar con los amigos



PREGUNT3


Gusto por la lectura
Percent
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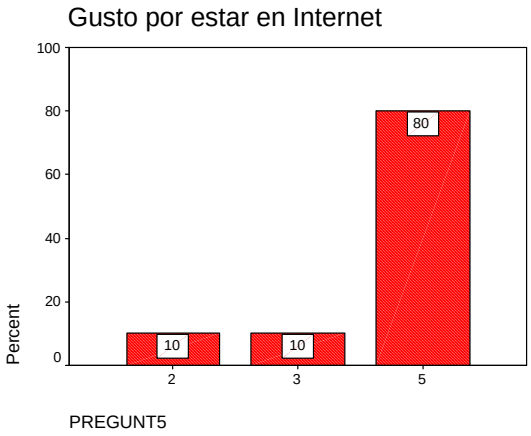
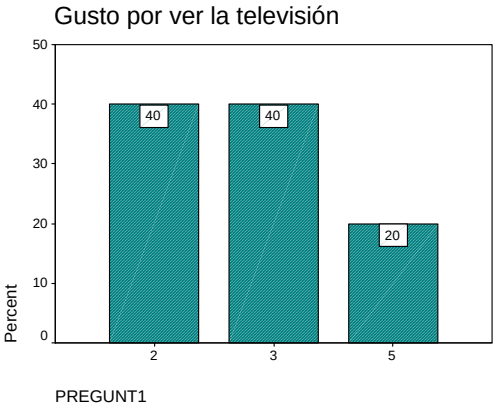
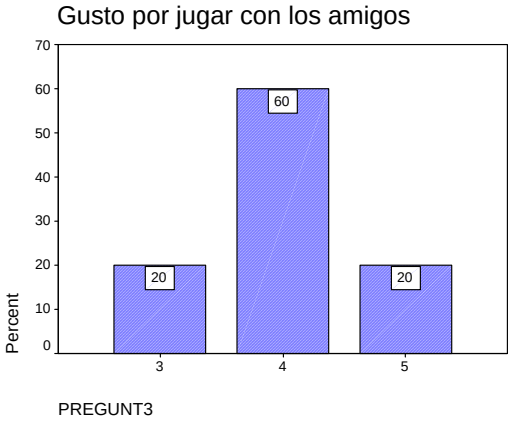
30
20
10
0
30
30
20
10
10
1
2
3
4
5
PREGUNT4


Gusto por estar en Internet
Percent
100
80
60
40
20
0
80
10
10
2
3
5
PREGUNT5

Medio
Diez


Gusto por ver la televisión
Percent
50
40
30
20
10
0
40
40
20
2
3
5
PREGUNT1

Gusto por jugar videojuegos
Percent
50
40
30
20
10
0
20
40
40
2
3
5
PREGUNT2


Gusto por jugar con los amigos
Percent
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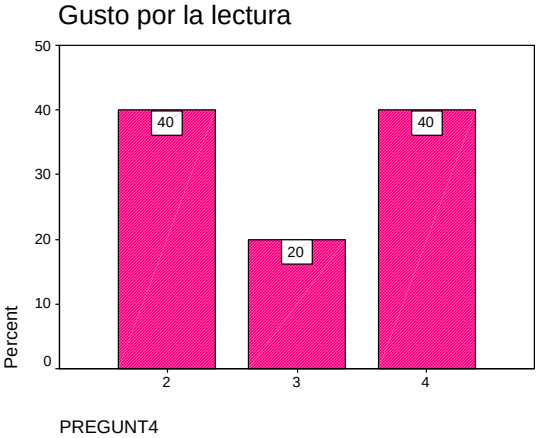
60
50
40
30
20
10
0
20
60
20
3
4
5
PREGUNT3


Gusto por la lectura
Percent
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30
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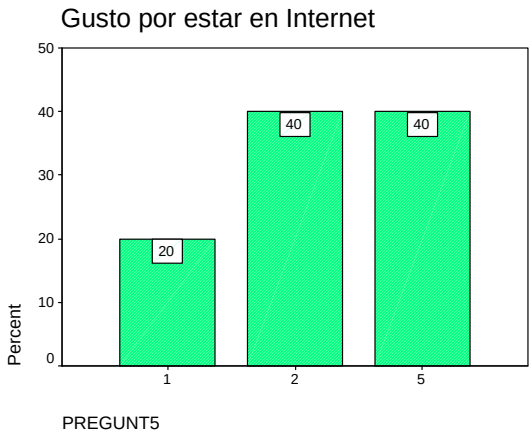
40
20
40
2
3
4
PREGUNT4


Gusto por estar en Internet
Percent
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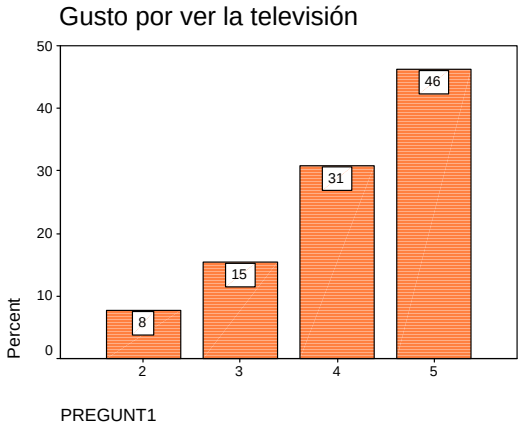
40
30
20
10
0
20
40
40
1
2
5
PREGUNT5

Medio
Once


Gusto por ver la televisión
Percent
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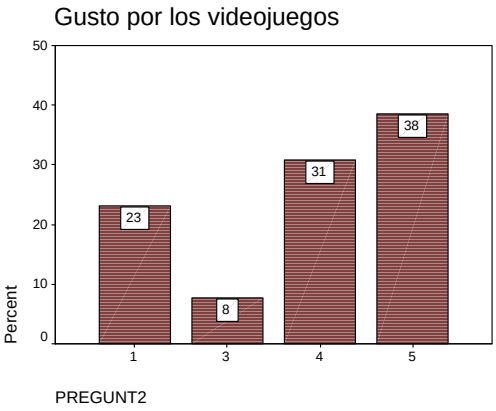
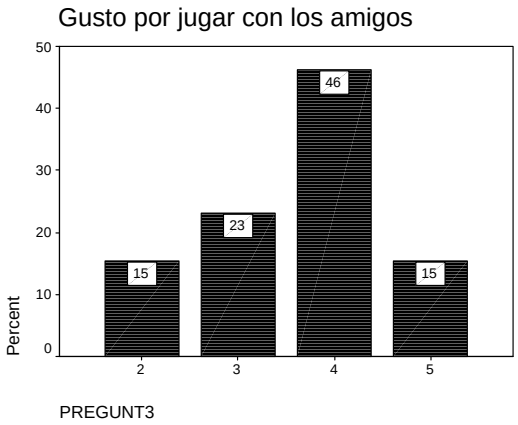
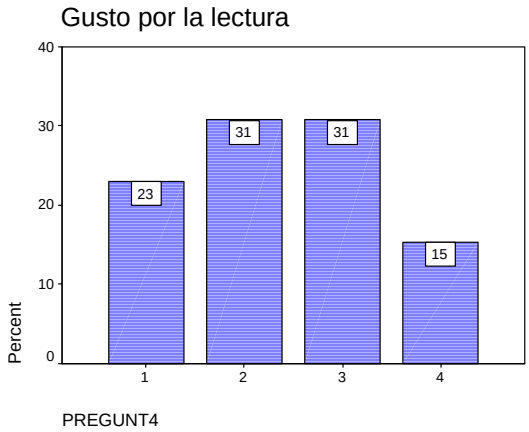
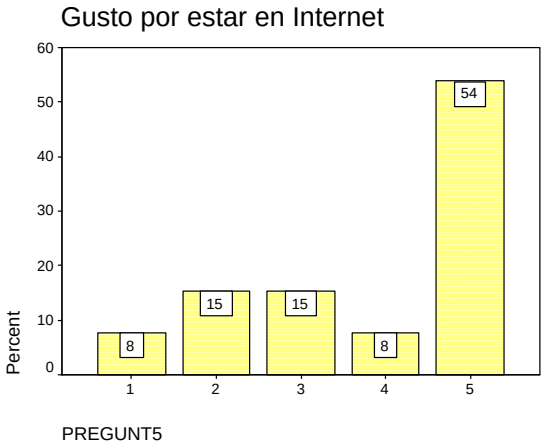
40
30
20
10
0
8
15
31
46
2
3
4
5
PREGUNT1


Gusto por los videojuegos
Percent
50
40
30
20
10
0
23
8
31
38
1
3
4
5
PREGUNT2


Gusto por jugar con los amigos
Percent
50
40
30
20
10
0
15
23
46
15
2
3
4
5
PREGUNT3


Gusto por la lectura
Percent
40
30
20
10
0
23
31
31
15
1
2
3
4
PREGUNT4


Gusto por estar en Internet
Percent
60
50
40
30
20
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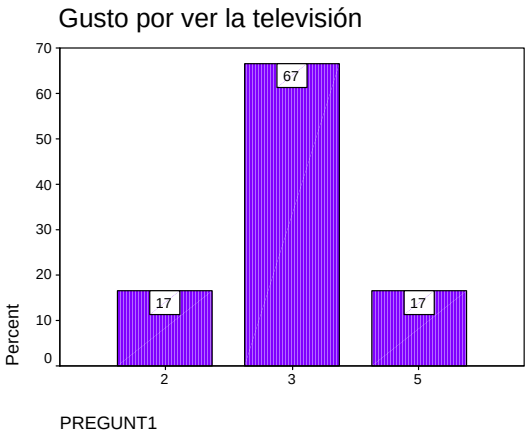
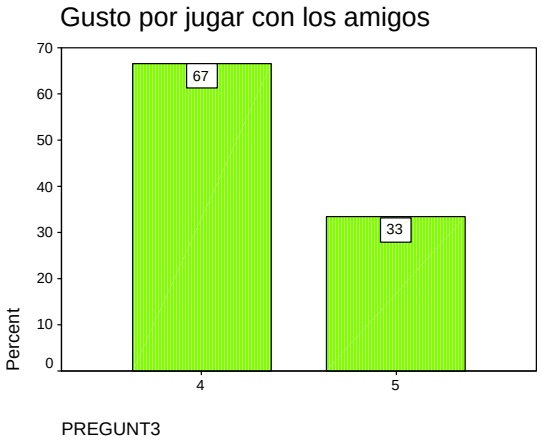
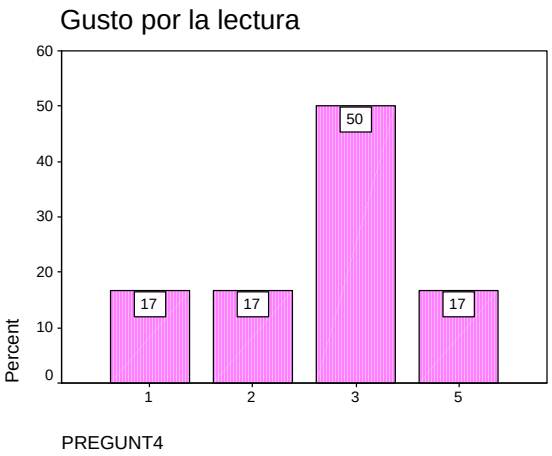
0
8
15
15
8
54
1
2
3
4
5
PREGUNT5

Medio
Doce


Gusto por ver la televisión
Percent
70
60
50
40
30
20
10
0
67
17
17
2
3
5
PREGUNT1

Gusto por jugar videojuegos
Percent
60
50
40
30
20
10
0
50
50
4
5
PREGUNT2


Gusto por jugar con los amigos
Percent
70
60
50
40
30
20
10
0
67
33
4
5
PREGUNT3


Gusto por la lectura
Percent
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50
40
30
20
10
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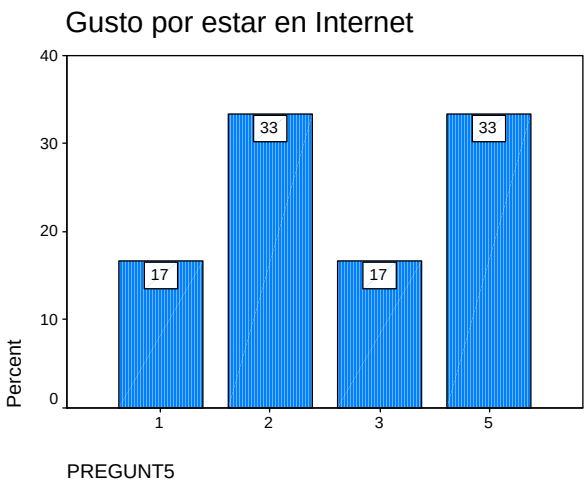
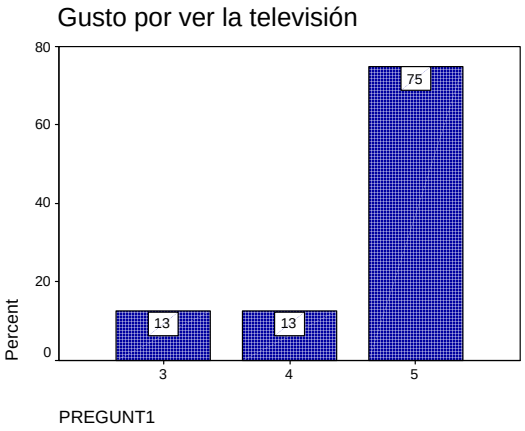
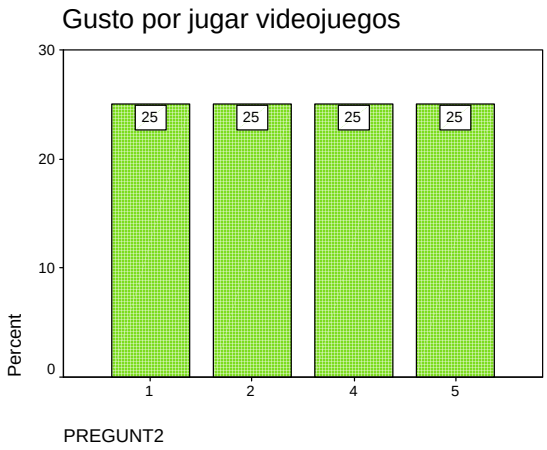
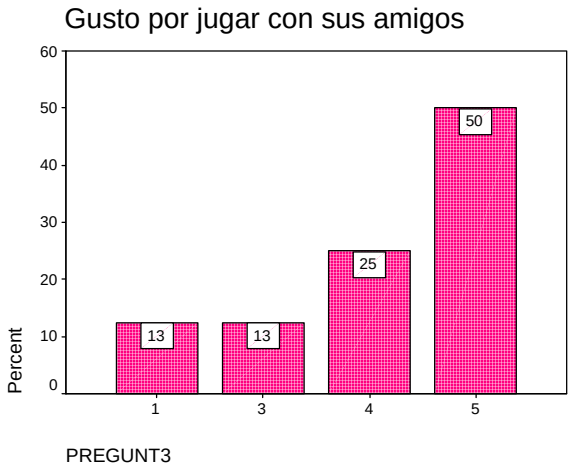
17
17
50
17
1
2
3
5
PREGUNT4

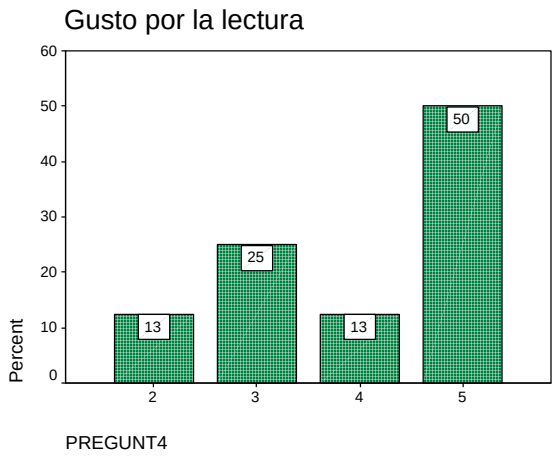

Gusto por estar en Internet
Percent
40
30
20
10
0
17
33
17
33
1
2
3
5
PREGUNT5

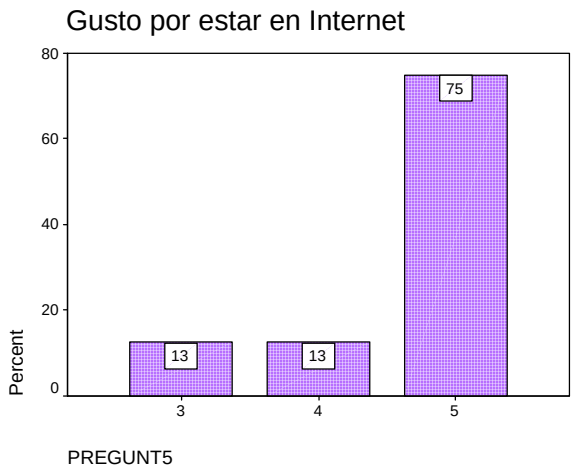
Bajo
Siete


Gusto por ver la televisión
Percent
80
60
40
20
0
13
13
75
3
4
5
PREGUNT1

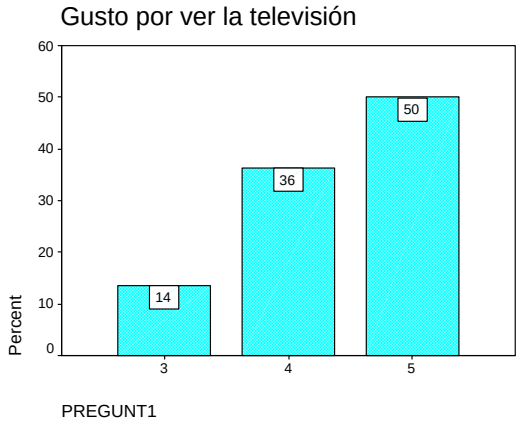

Gusto por jugar videojuegos
30
20
10
0
Percent
25
25
25
25
1
2
4
5
PREGUNT2


Gusto por jugar con sus amigos
60
50
40
30
20
10
0
Percent
13
13
25
50
1
3
4
5
PREGUNT3

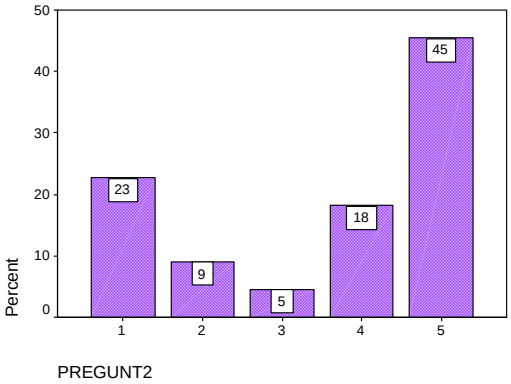

Gusto por la lectura
Percent
60
50
40
30
20
10
0
13
25
13
50
2
3
4
5
PREGUNT4


Gusto por estar en Internet
Percent
80
60
40
20
0
13
13
75
3
4
5
PREGUNT5

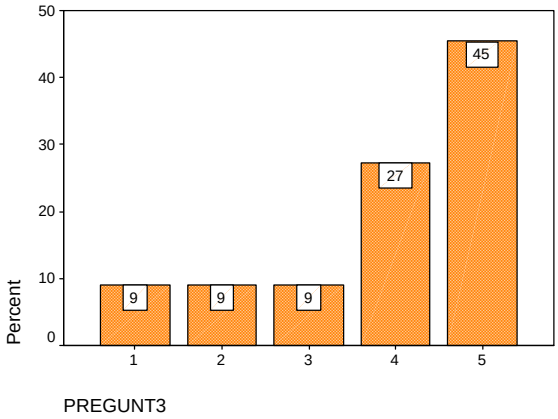
Bajo
Ocho


Gusto por ver la televisión
Percent
60
50
40
30
20
10
0
14
36
50
3
4
5
PREGUNT1

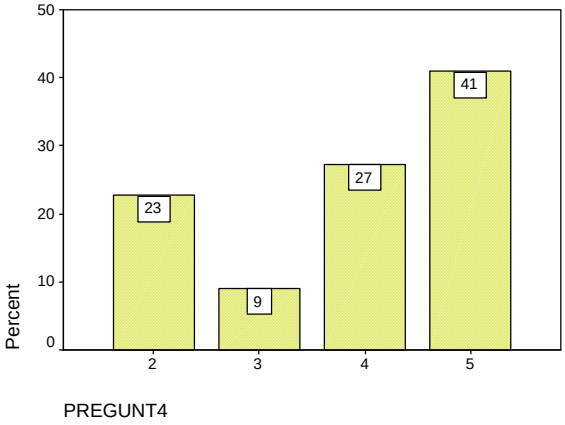
Gusto por jugar video juegos



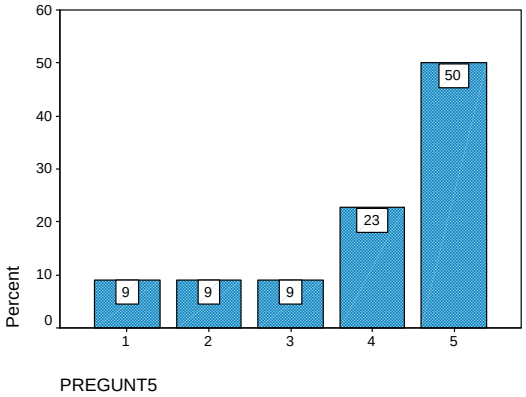
Gusto por jugar con los amigos



Gusto por la lectura

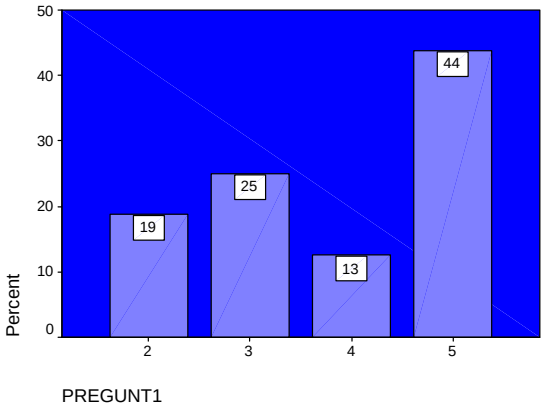


Gusto por estar en Internet

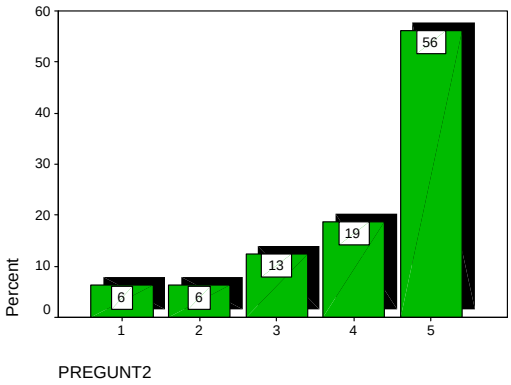


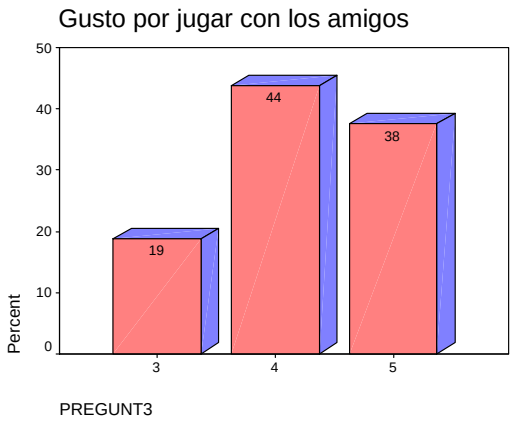
Bajo
Nueve

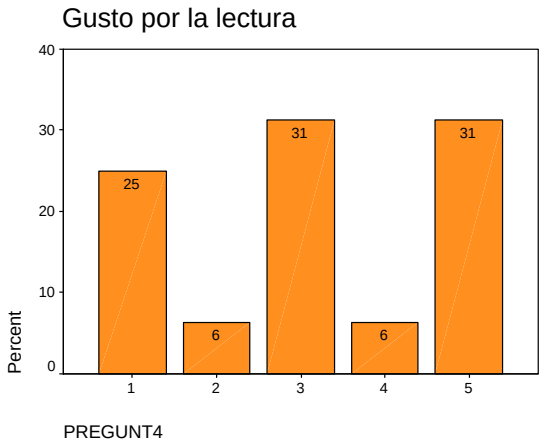
Gusto por ver la televisión



Gusto por jugar video juegos




Gusto por jugar con los amigos
Percent
50
40
30
20
10
0
19
44
38
3
4
5
PREGUNT3


Gusto por la lectura
Percent
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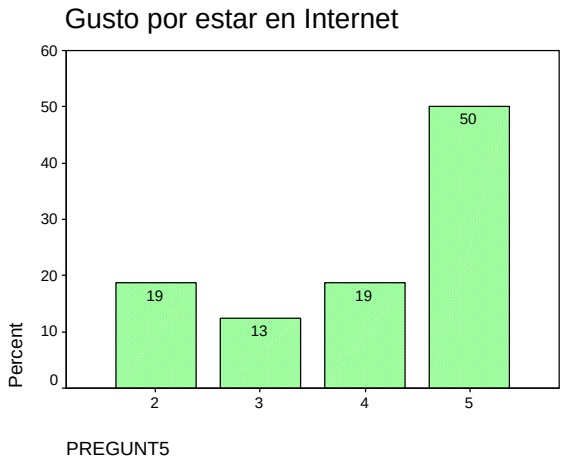
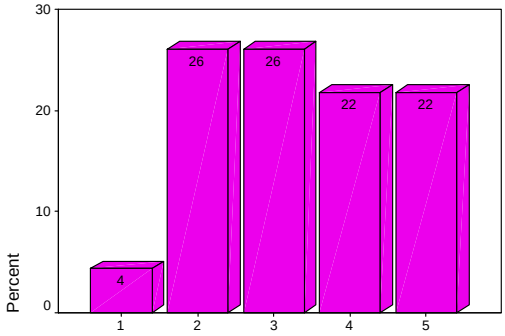
30
20
10
0
25
6
31
6
31
1
2
3
4
5
PREGUNT4


Gusto por estar en Internet
Percent
60
50
40
30
20
10
0
19
13
19
50
2
3
4
5
PREGUNT5

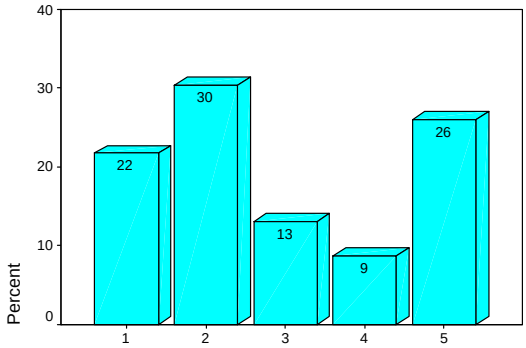
Bajo
Diez

Gusto por ver la televisión



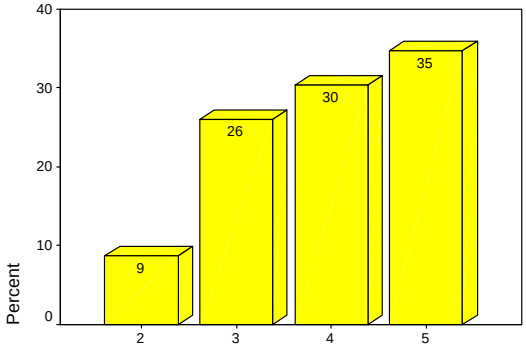
PREGUNT1

Gusto por jugar video juegos

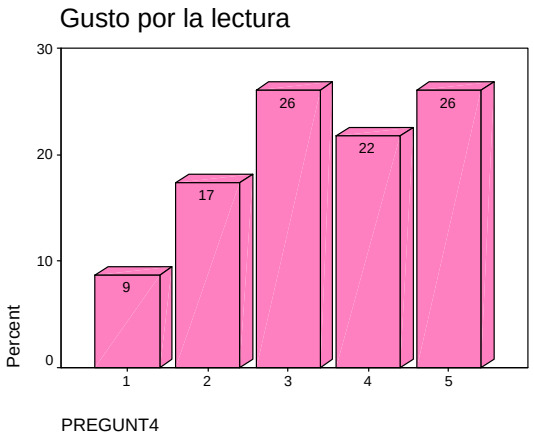


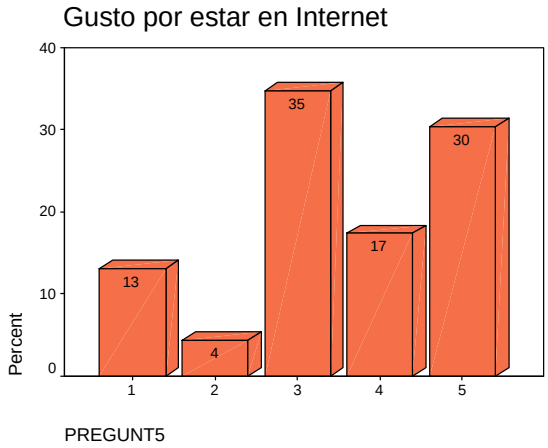
PREGUNT2

Gusto por jugar con los amigos



PREGUNT3


Gusto por la lectura
Percent
30
20
10
0
9
17
26
22
26
1
2
3
4
5
PREGUNT4


Gusto por estar en Internet
Percent
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13
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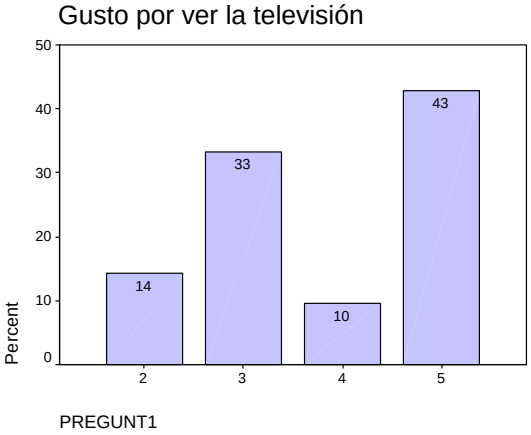
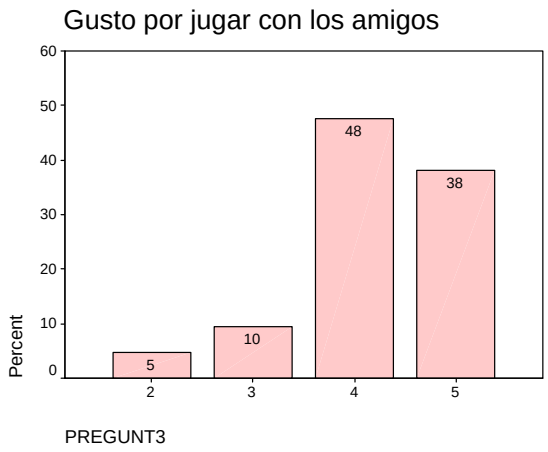
35
17
30
1
2
3
4
5
PREGUNT5

Bajo
Once


Gusto por ver la televisión
Percent
50
40
30
20
10
0
14
33
10
43
2
3
4
5
PREGUNT1

Gusto por jugar video juegos
Percent
30
20
10
0
10
10
24
29
29
1
2
3
4
5
PREGUNT2


Gusto por jugar con los amigos
Percent
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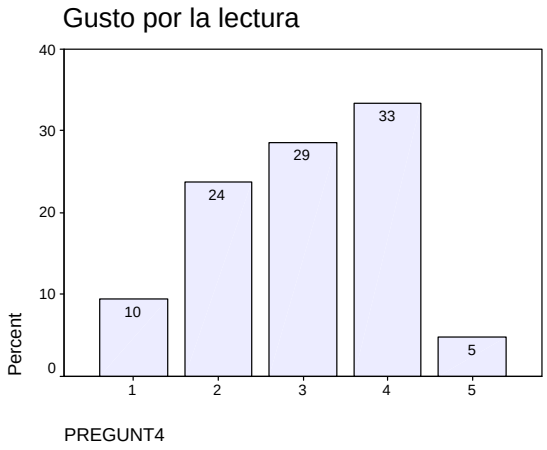
50
40
30
20
10
0
5
10
48
38
2
3
4
5
PREGUNT3


Gusto por la lectura
Percent
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20
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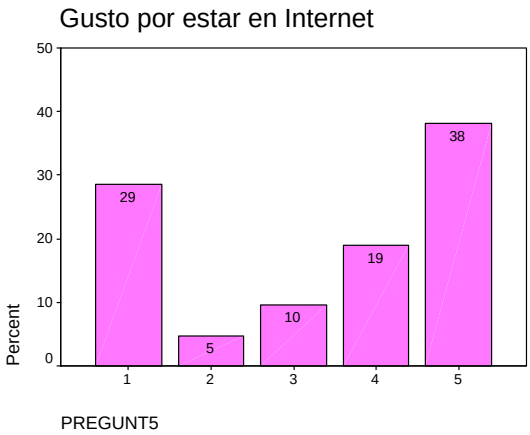
0
10
24
29
33
5
1
2
3
4
5
PREGUNT4


Gusto por estar en Internet
Percent
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40
30
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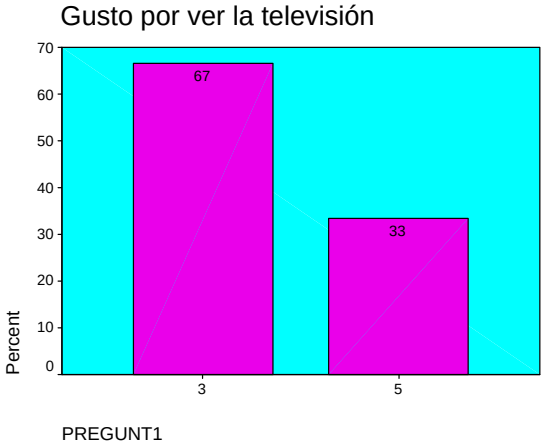
10
0
29
5
10
19
38
1
2
3
4
5
PREGUNT5

Bajo
Doce


Gusto por ver la televisión
Percent
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60
50
40
30
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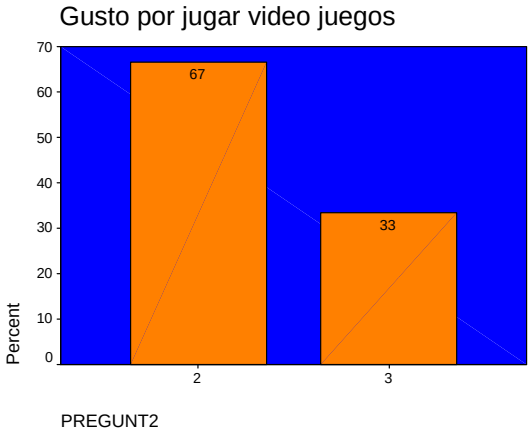
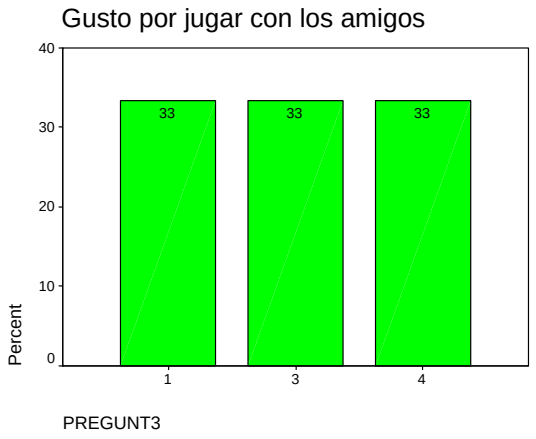
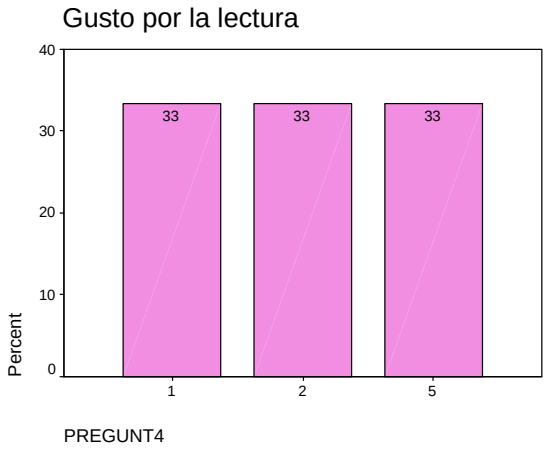
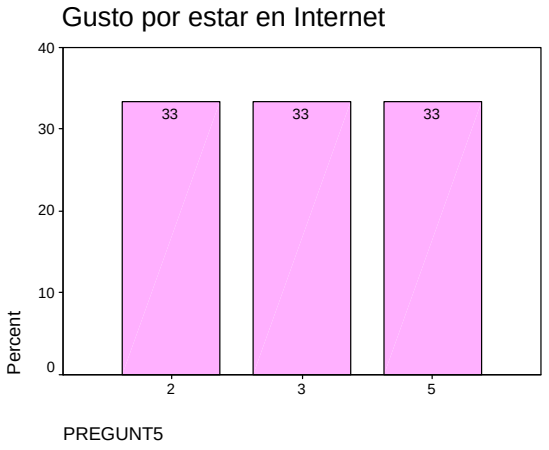
0
67
33
3
5
PREGUNT1


Gusto por jugar video juegos
Percent
70
60
50
40
30
20
10
0
67
33
2
3
PREGUNT2





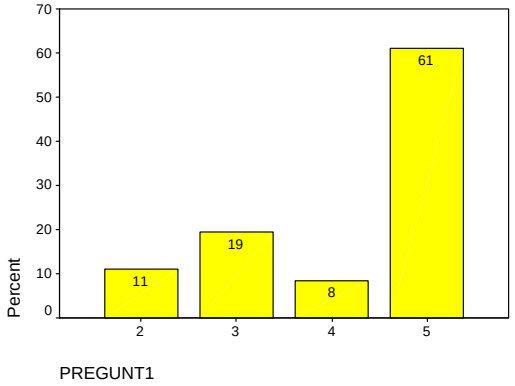


Graficas según el gusto con base en el sexo y el nivel socioeconómico (según la división que se hizo)

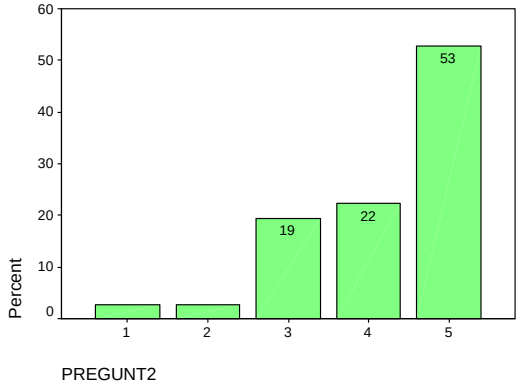
Alto

Hombre

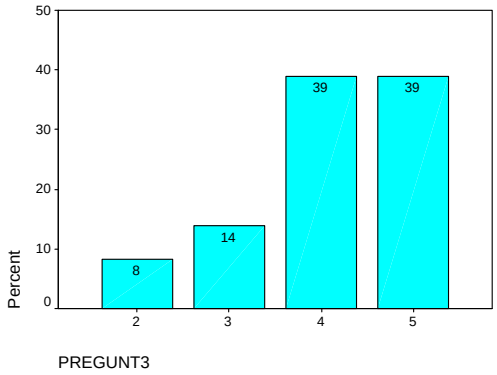
Gusto por ver la televisión

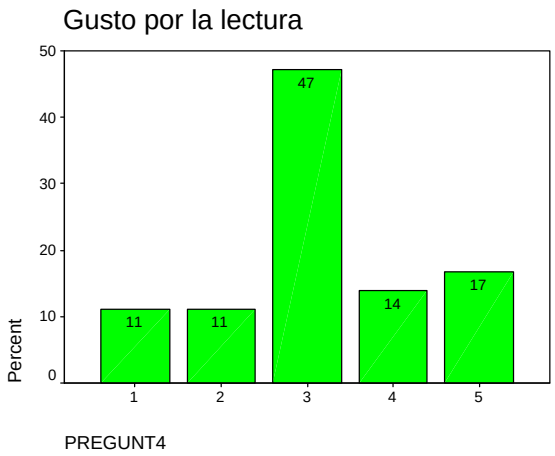


Gusto por jugar video juegos



Gusto por jugar con los amigos




Gusto por la lectura
Percent
50
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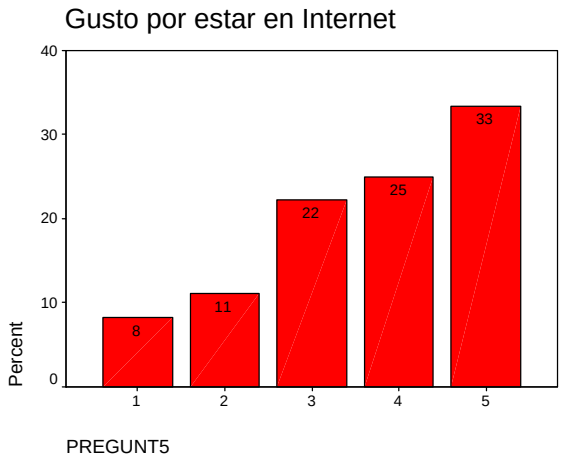
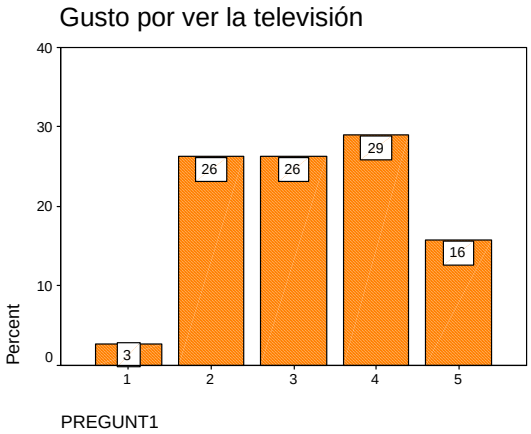
30
20
10
0
11
11
47
14
17
1
2
3
4
5
PREGUNT4


Gusto por estar en Internet
Percent
40
30
20
10
0
8
11
22
25
33
1
2
3
4
5
PREGUNT5

Alto
Mujer


Gusto por ver la televisión
Percent
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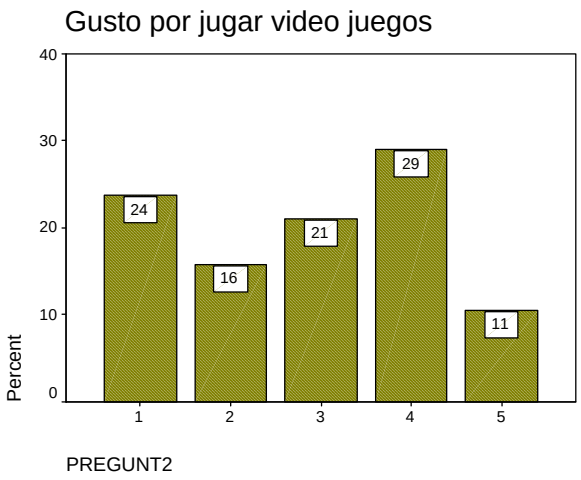
30
20
10
0
3
26
26
29
16
1
2
3
4
5
PREGUNT1


Gusto por jugar video juegos
Percent
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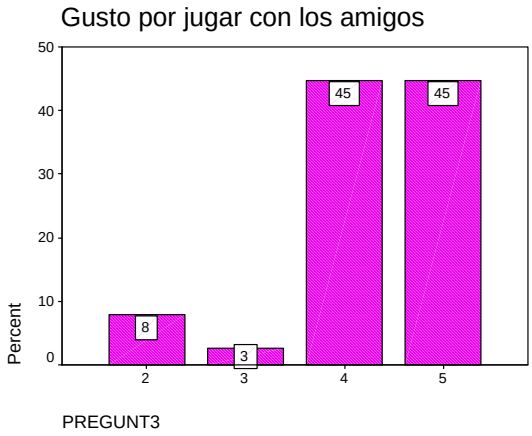
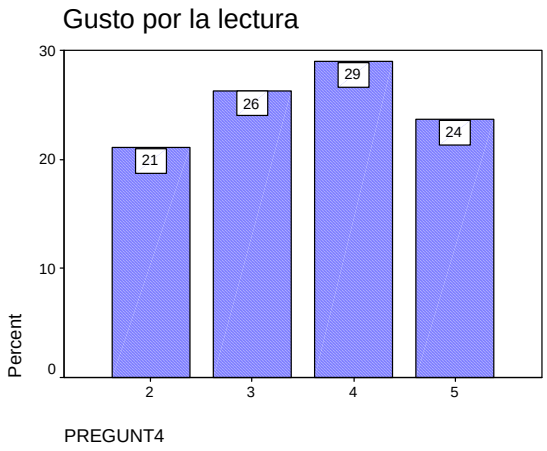
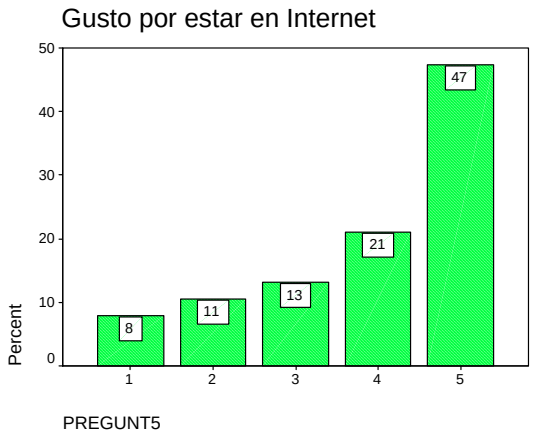
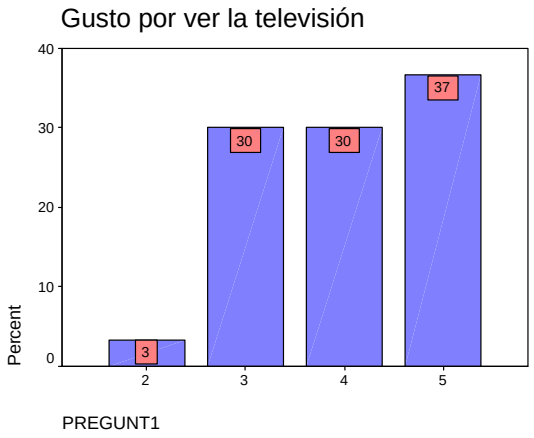
30
20
10
0
24
16
21
29
11
1
2
3
4
5
PREGUNT2

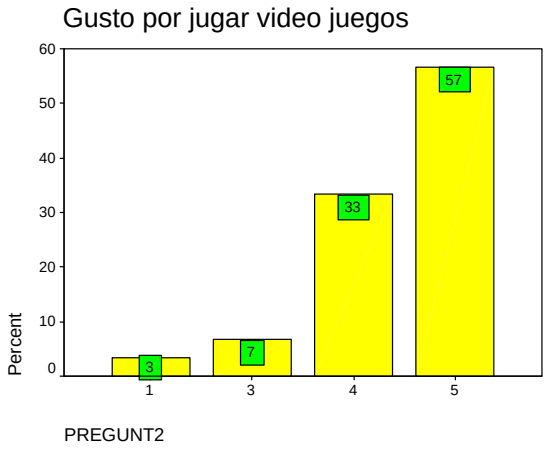

Gusto por jugar con los amigos
Percent
50
40
30
20
10
0
8
3
45
45
2
3
4
5
PREGUNT3

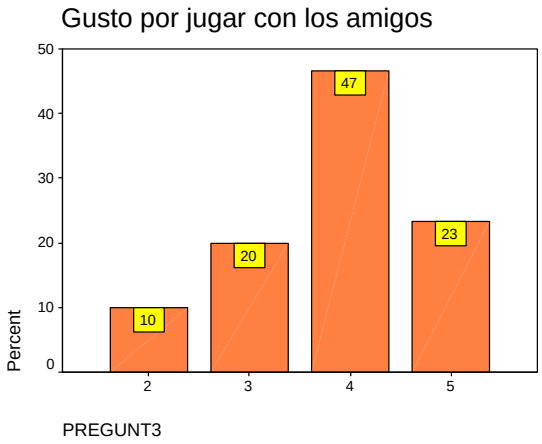

Gusto por la lectura
Percent
30
20
10
0
21
26
29
24
2
3
4
5
PREGUNT4

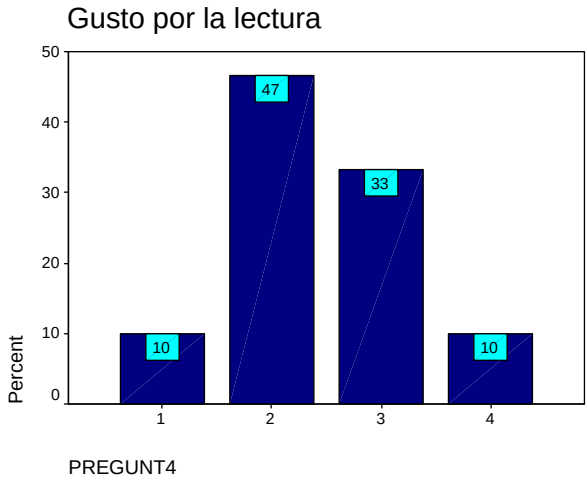


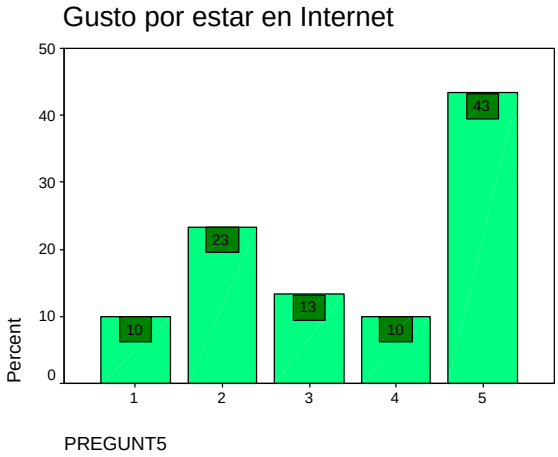
Medio
Hombre





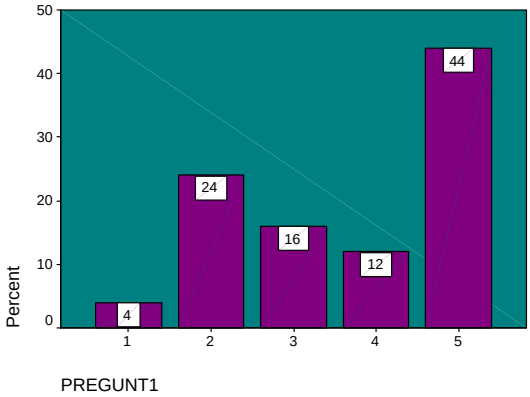

Gusto por jugar con los amigos
Percent
50
40
30
20
10
0
10
20
47
23
2
3
4
5
PREGUNT3


Gusto por la lectura
Percent
50
40
30
20
10
0
10
47
33
10
1
2
3
4
PREGUNT4

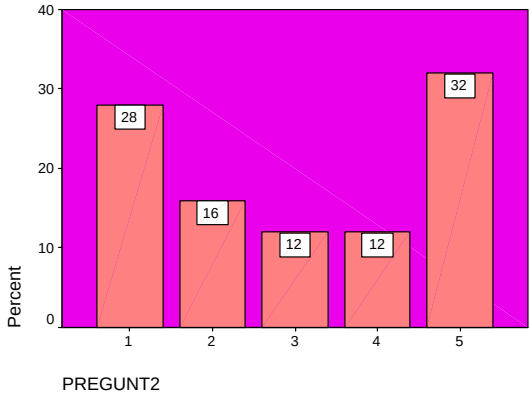

Gusto por estar en Internet
Percent
50
40
30
20
10
0
10
23
13
10
43
1
2
3
4
5
PREGUNT5

Medio
Mujer

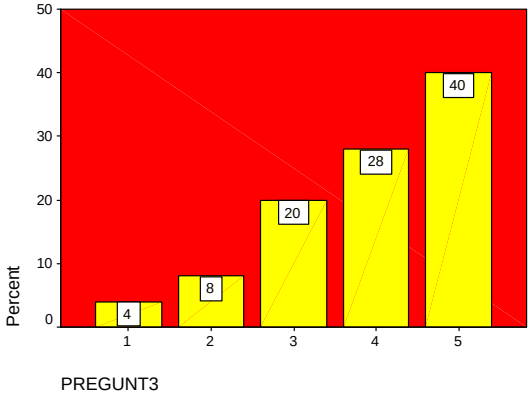
Gusto por ver la televisión

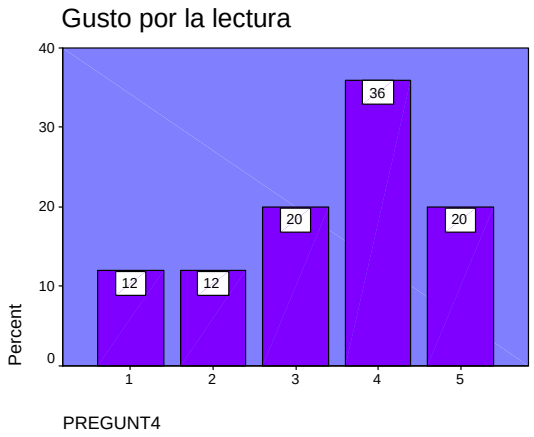


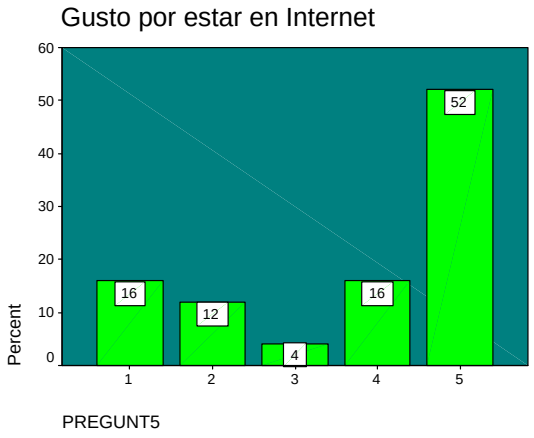
Gusto por jugar video juegos



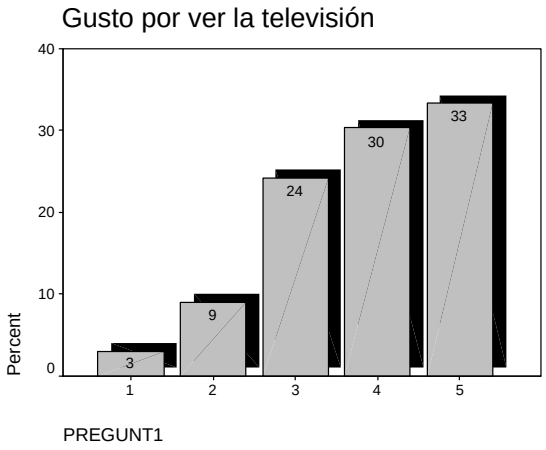
Gusto por jugar con los amigos




Gusto por la lectura
Percent
40
30
20
10
0
12
12
20
36
20
1
2
3
4
5
PREGUNT4


Gusto por estar en Internet
Percent
60
50
40
30
20
10
0
16
12
4
16
52
1
2
3
4
5
PREGUNT5

Bajo
Hombre


Gusto por ver la televisión
Percent
40
30
20
10
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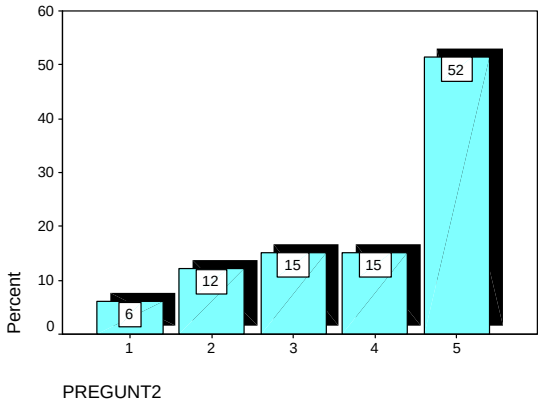
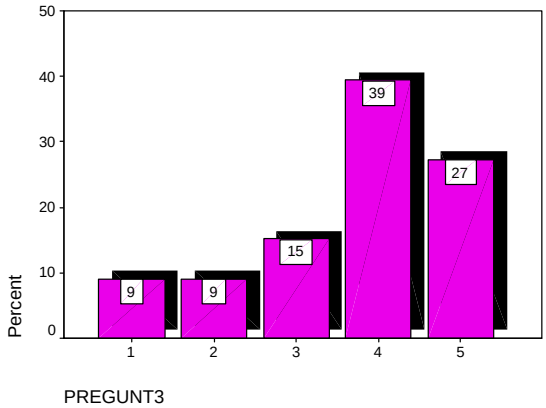
3
9
24
30
33
1
2
3
4
5
PREGUNT1

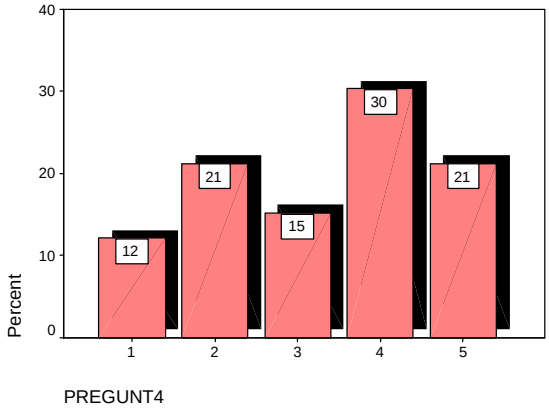
Gusto por jugar video juegos

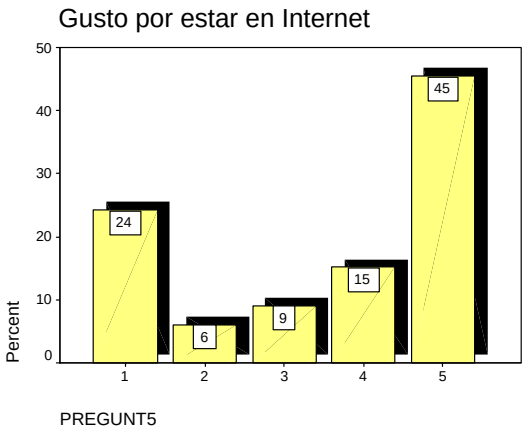


Gusto por jugar con los amigos

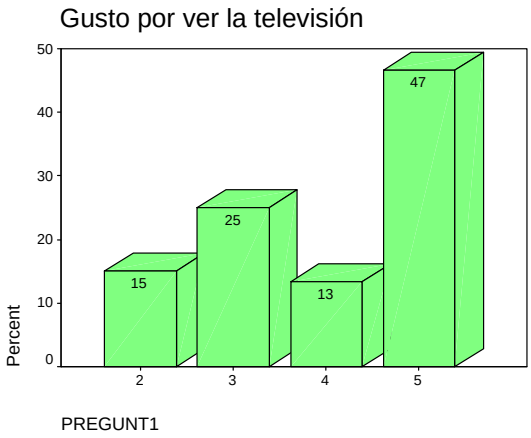


Gusto por la lectura




Gusto por estar en Internet
Percent
50
40
30
20
10
0
24
6
9
15
45
1
2
3
4
5
PREGUNT5

Bajo
Mujer


Gusto por ver la televisión
Percent
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40
30
20
10
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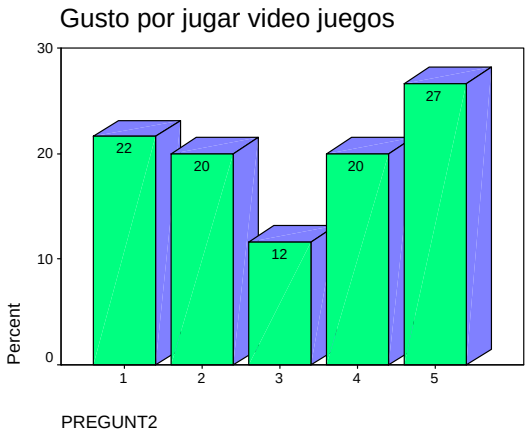
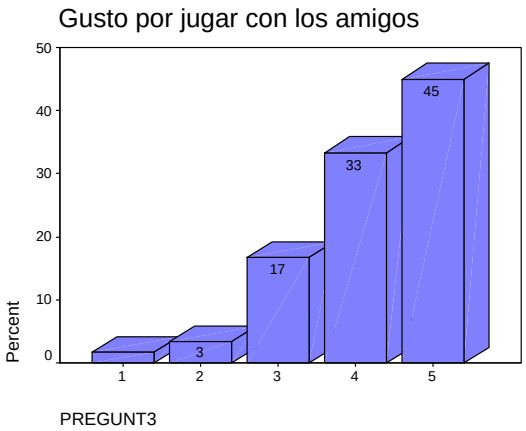
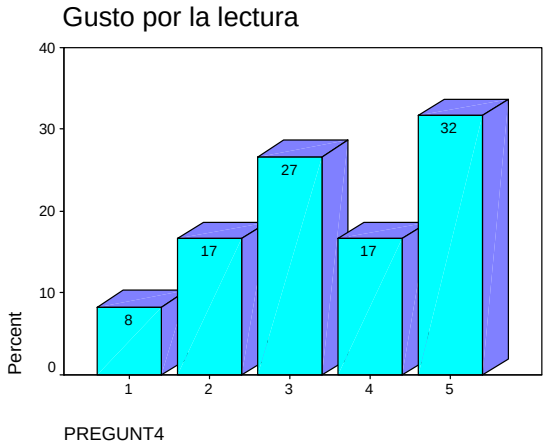
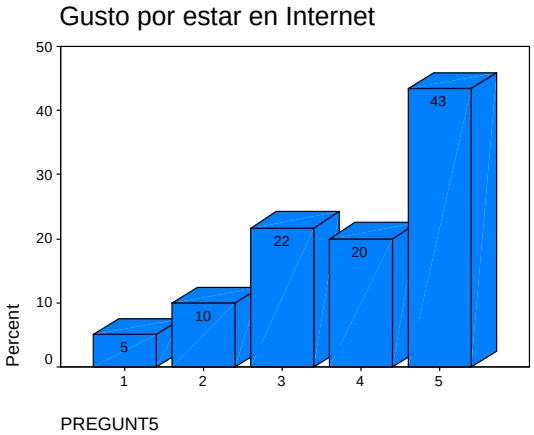
15
25
13
47
2
3
4
5
PREGUNT1


Gusto por jugar video juegos
Percent
30
20
10
0
22
20
12
20
27
1
2
3
4
5
PREGUNT2



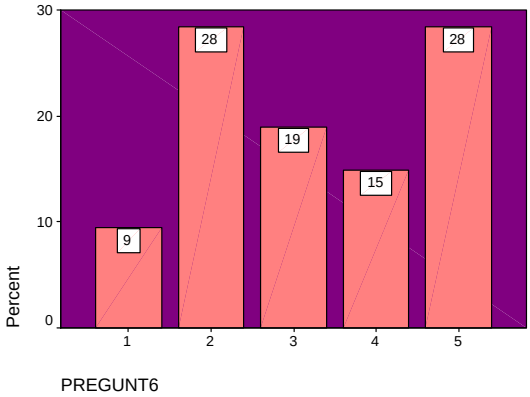




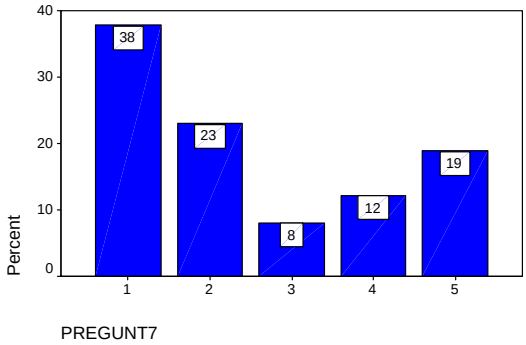
Graficas según el tiempo y el nivel socioeconómico (según la división que se hizo)

Alto

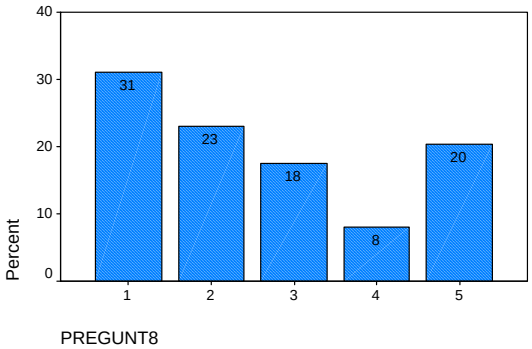
Tiempo que le dedican a la televisión



Tiempo que le dedican a los video juegos

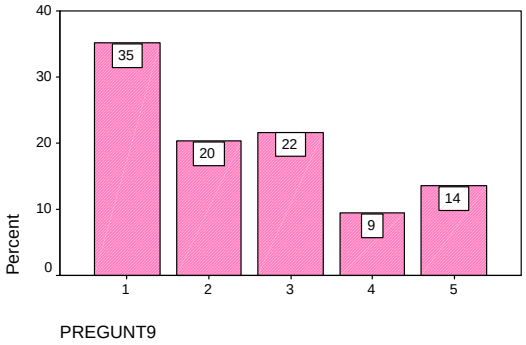


Tiempo que le dedican a los amigos



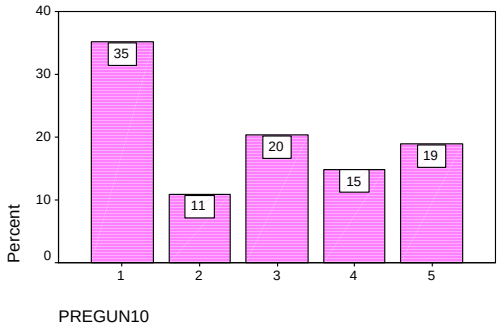
Tiempo que le dedican

a la lectura



Tiempo que le dedican

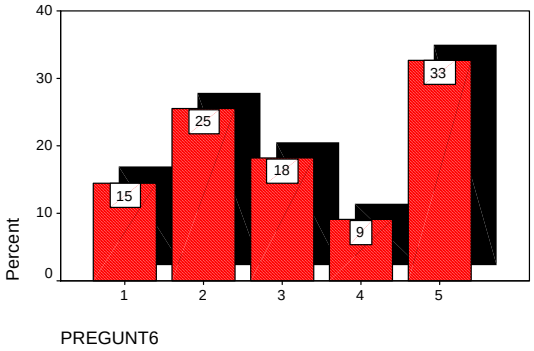
al Internet



Medio

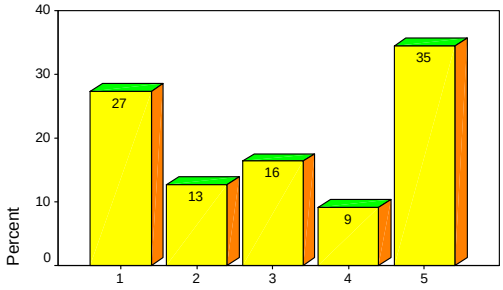
Tiempo que dedican a

ver televisión



Tiempo que dedican a jugar

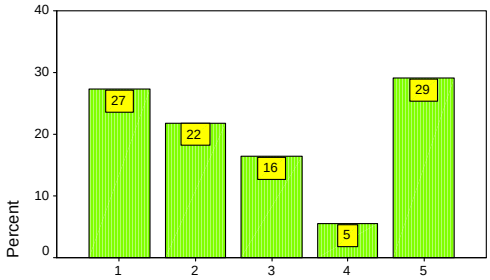
video juegos



PREGUNT7

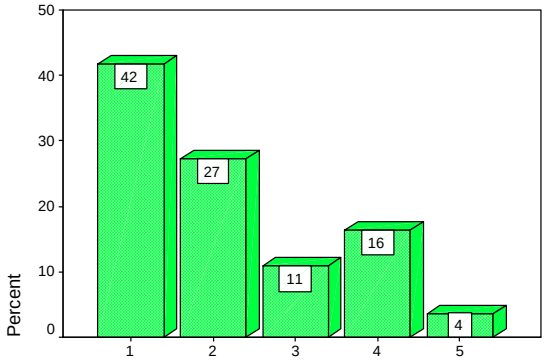
Tiempo que dedican a jugar

con los amigos



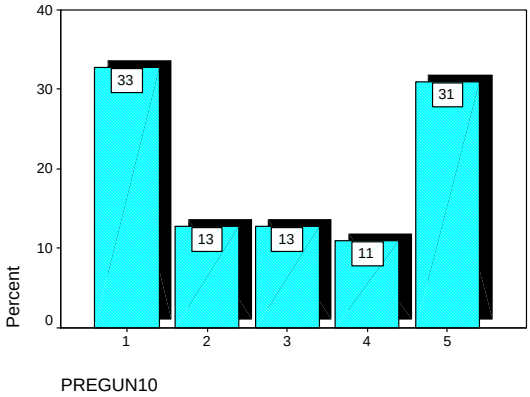
PREGUNT8

Tiempo que dedican a la lectura



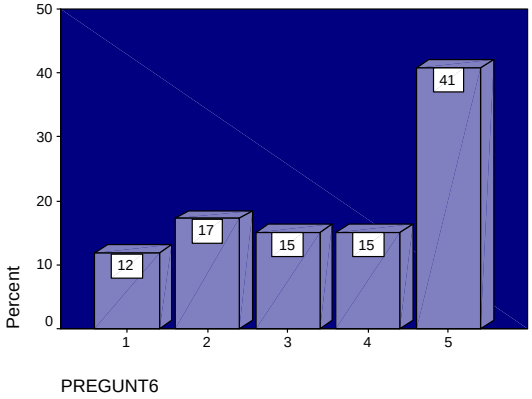
PREGUNT9

Tiempo que dedican al Internet

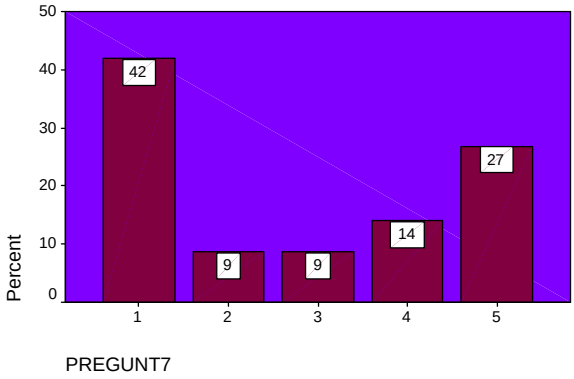


Bajo

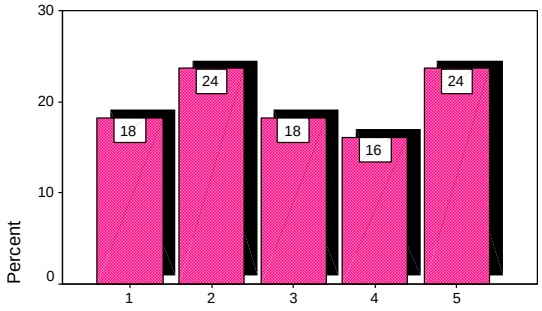
Tiempo que dedican a ver la televisión



Tiempo que dedican a jugar video juegos

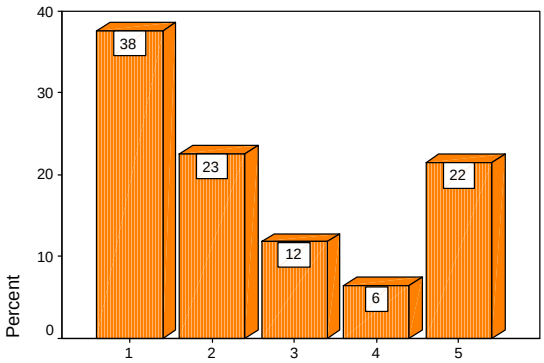


Tiempo que dedican a estar con sus amigos



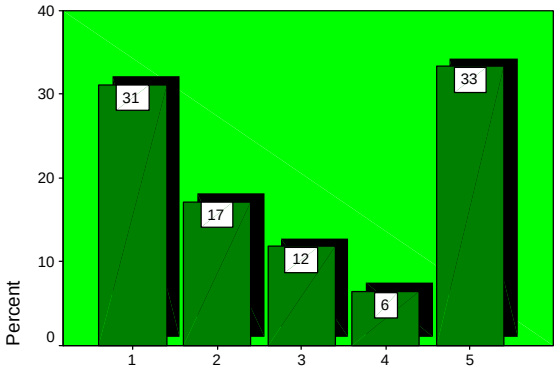
PREGUNT8

Tiempo que dedican a la lectura



PREGUNT9

Tiempo que dedican al Internet



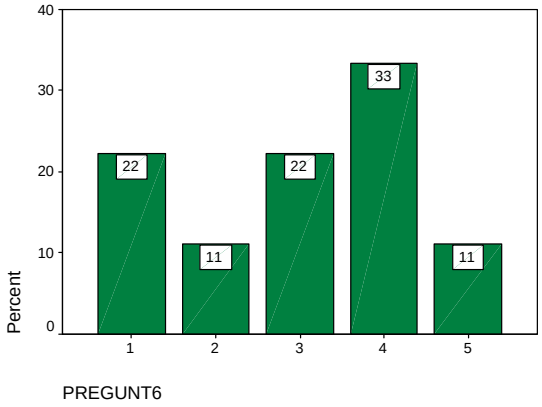
PREGUN10

Graficas según el tiempo, el nivel socioeconómico (según la división que se hizo) y las edades

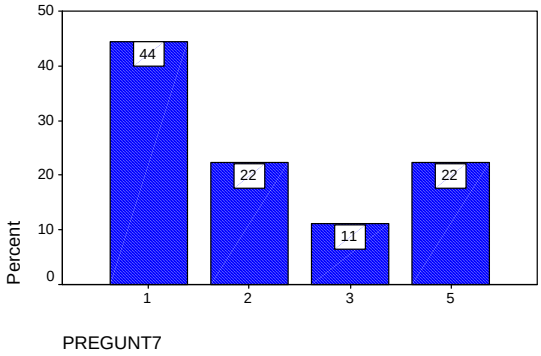
Alto

Siete

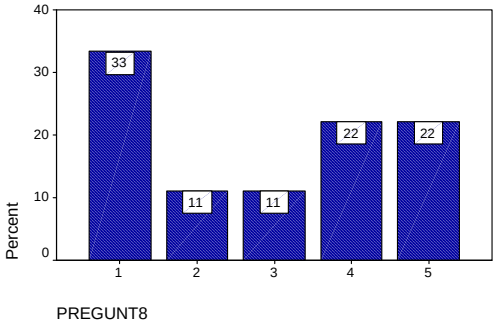
Tiempo que dedican a ver la televisión



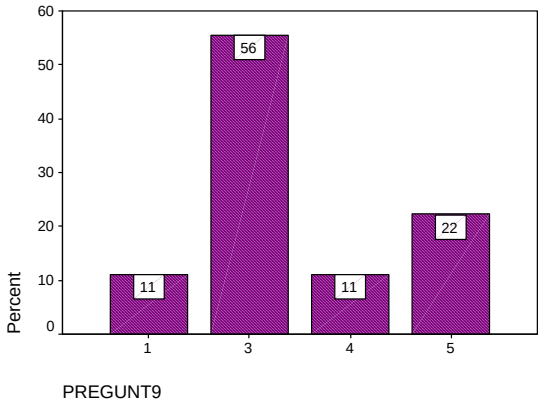
Tiempo que dedican a jugar video juegos



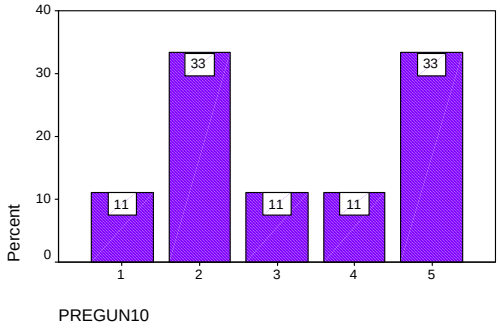
Tiempo que dedican a jugar con sus amigos



Tiempo que dedican a la lectura

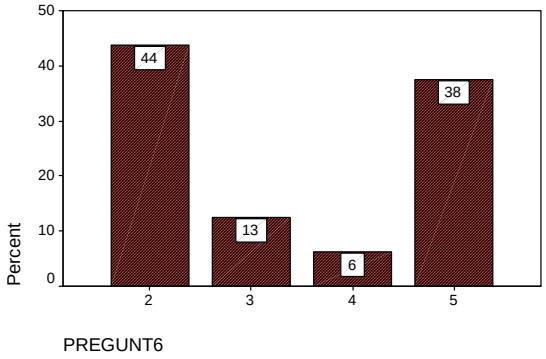


Tiempo que dedican a estar en Internet



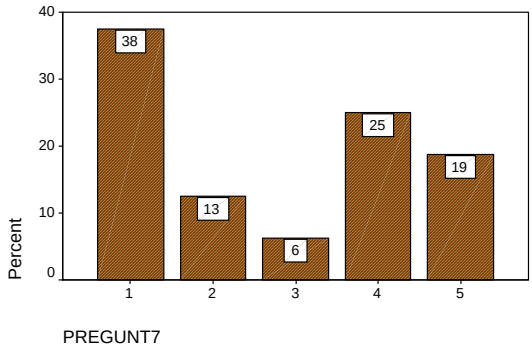
Alto
Ocho

Tiempo que dedican a ver la televisión



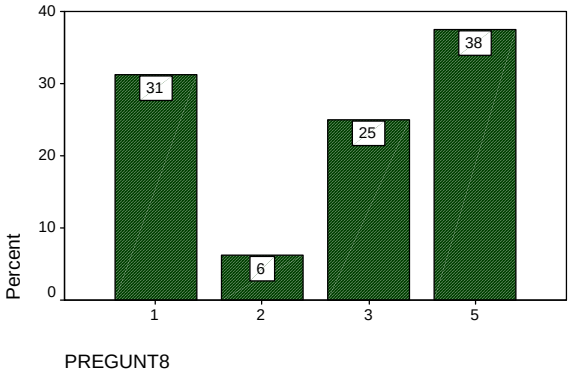
Tiempo que dedican a jugar

video juegos

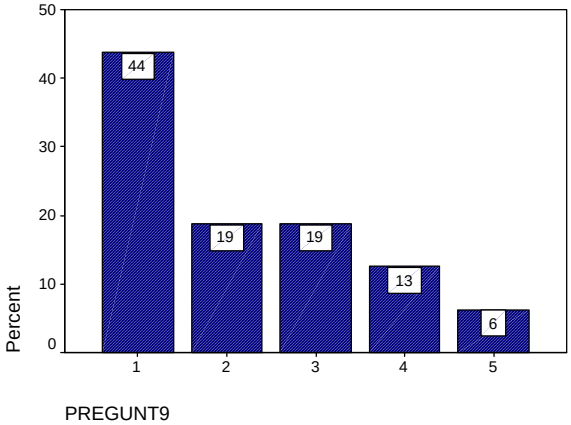


Tiempo que dedican a jugar

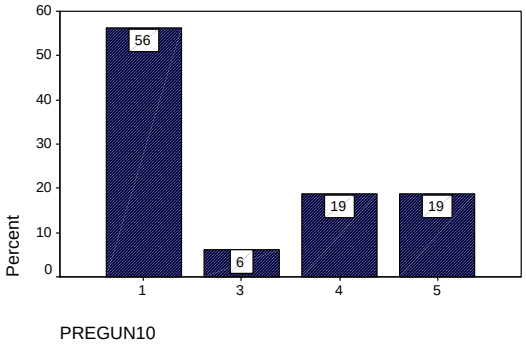
con los amigos



Tiempo que dedican a la lectura

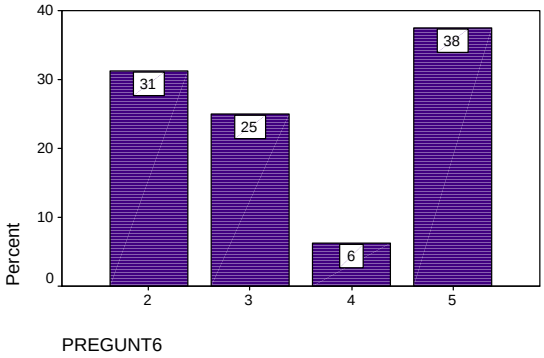


Tiempo que dedican a estar en Internet

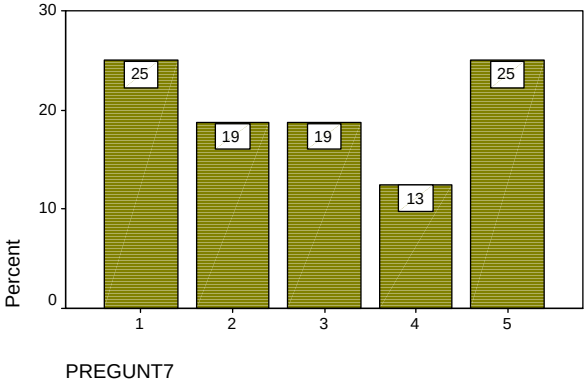


Alto
Nueve

Tiempo que dedican a ver la televisión

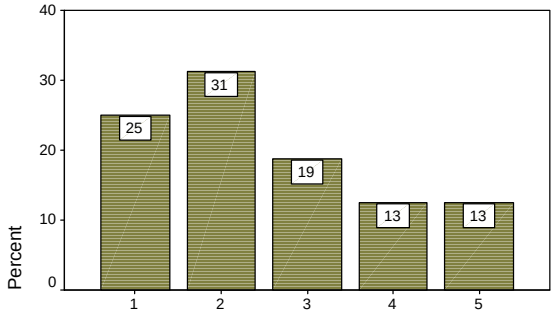


Tiempo que dedican a jugar video juegos



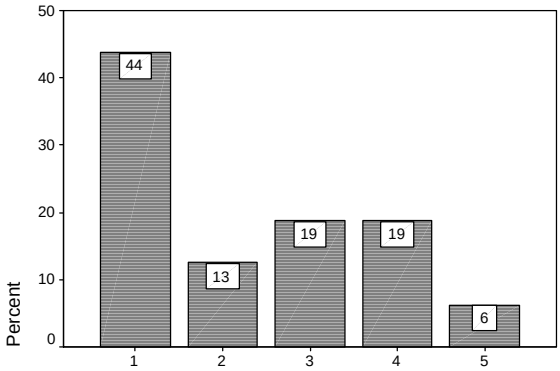
Tiempo que dedica a jugar

con sus amigos



PREGUNT8

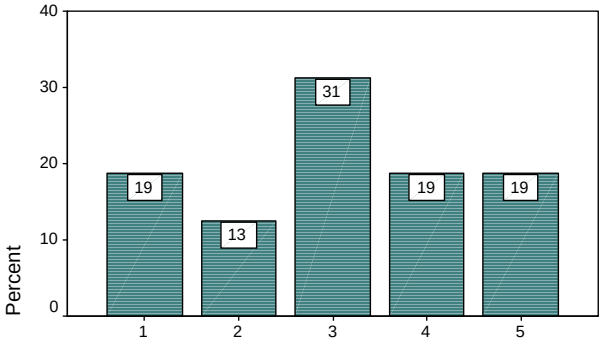
Tiempo que dedican a la lectura



PREGUNT9

Tiempo que dedican a estar en

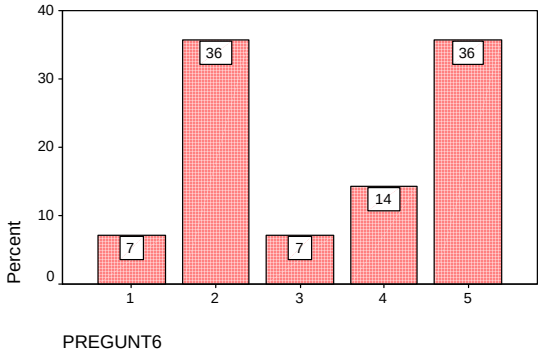
Internet



PREGUN10

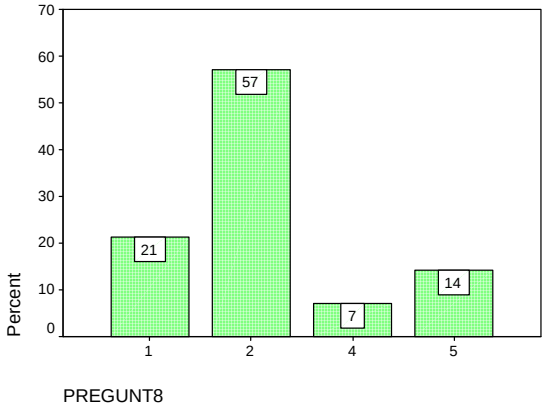
Alto
Diez

Tiempo que dedican a ver la televisión

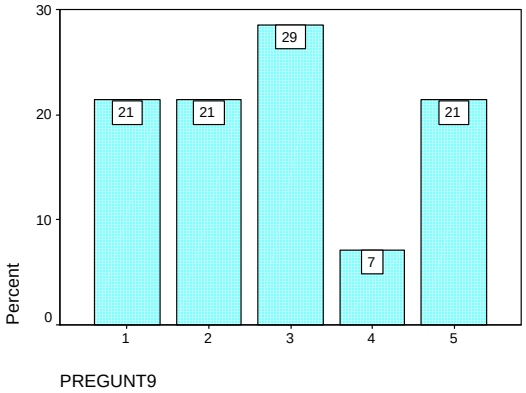


Tiempo que dedican a jugar video juegos

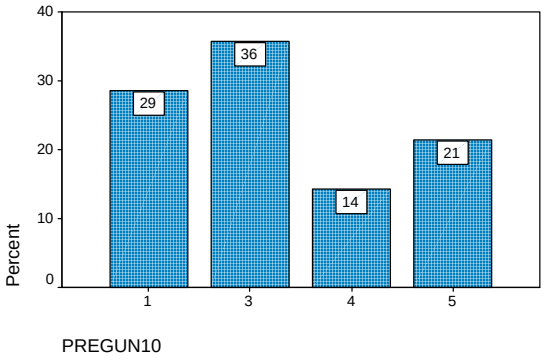
Tiempo que dedican a estar con los amigo



Tiempo que dedican a la lectura

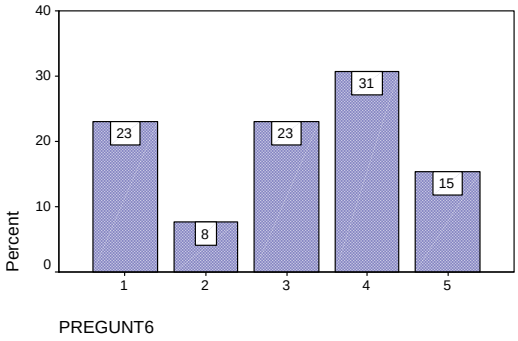


Tiempo que dedican a estar en Internet

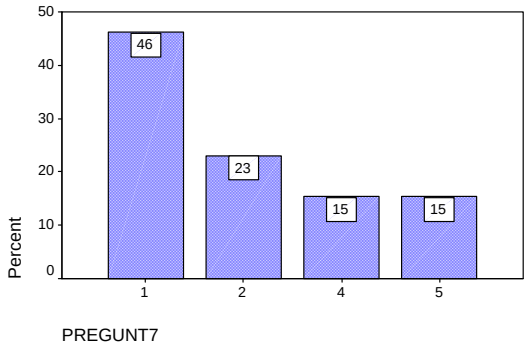


Alto
Once

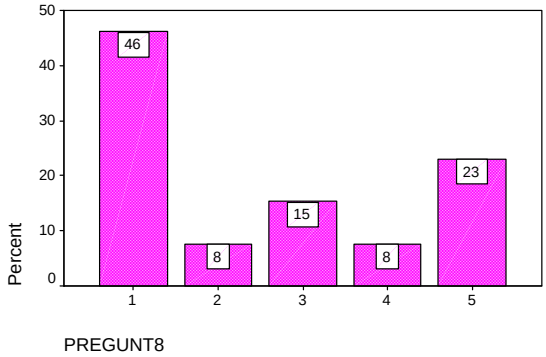
Tiempo que dedican a ver televisión



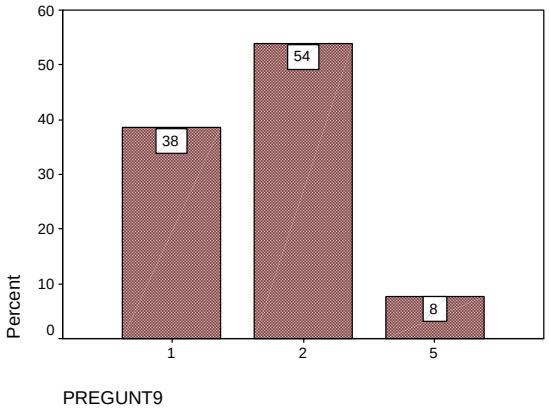
Tiempo que dedican a jugar video juegos



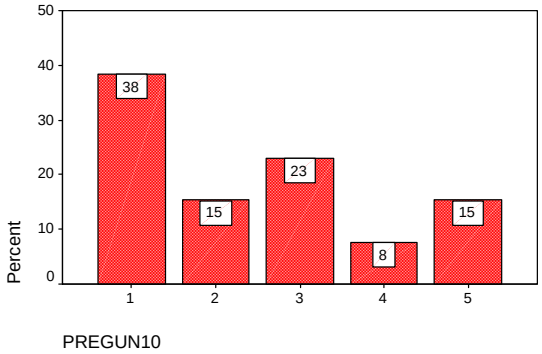
Tiempo que dedican a jugar con sus amigos



Tiempo que dedican a la lectura

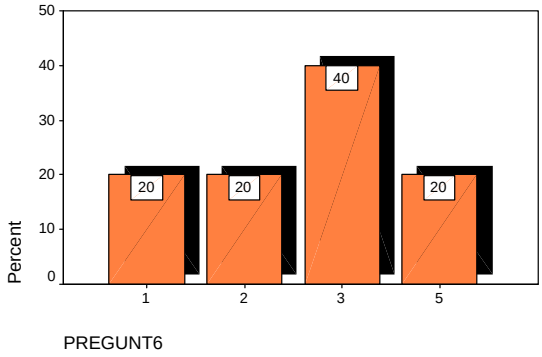


Tiempo que le dedican a estar en Internet

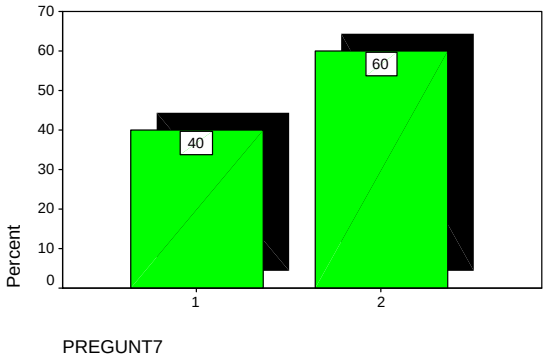


Alto
Doce

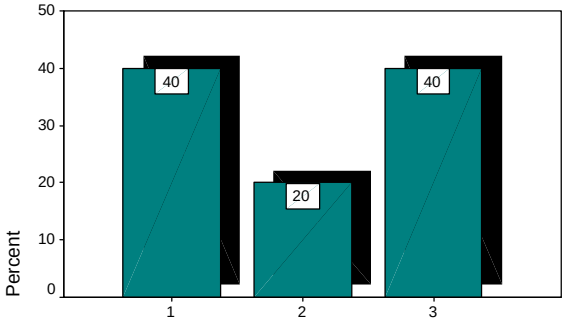
Tiempo que dedican a ver la televisión



Tiempo que dedican a jugar video juegos

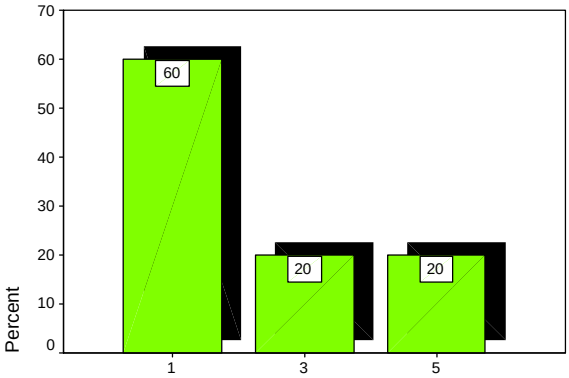


Tiempo que dedican a estar con sus amigos



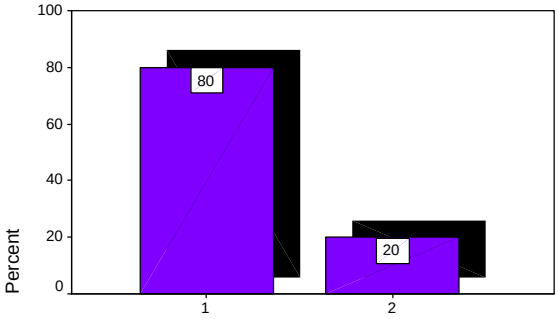
PREGUNT8

Tiempo que dedican a lectura



PREGUNT9

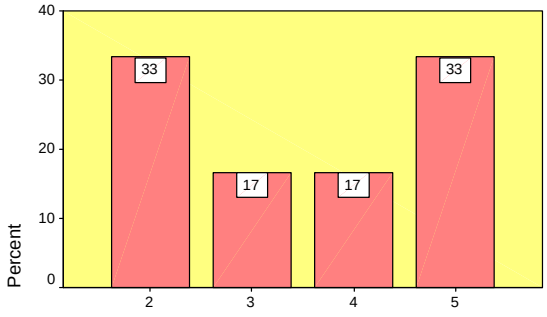
Tiempo que dedican a estar en Internet



PREGUN10

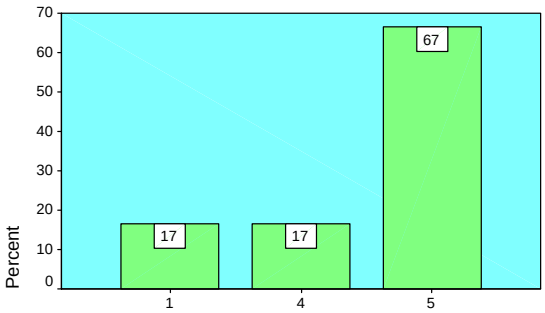
Medio Siete

Tiempo que dedican a ver la televisión



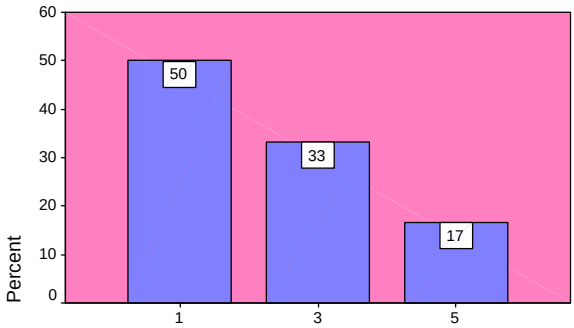
PREGUNT6

Tiempo que dedican a jugar video juegos



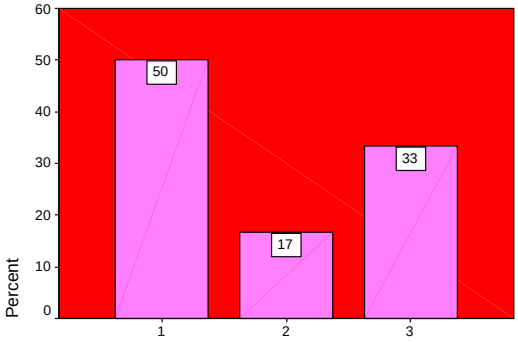
PREGUNT7

Tiempo que dedican a jugar con sus amigos



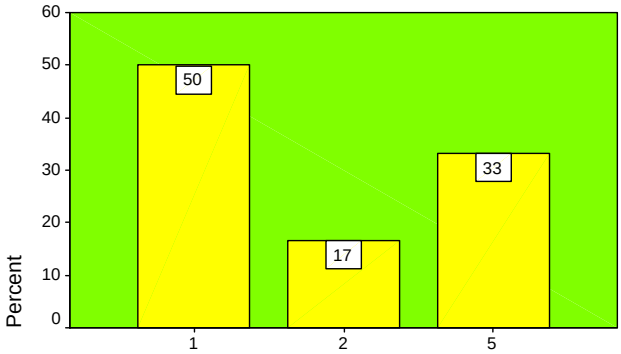
PREGUNT8

Tiempo que dedican a la lectura



PREGUNT9

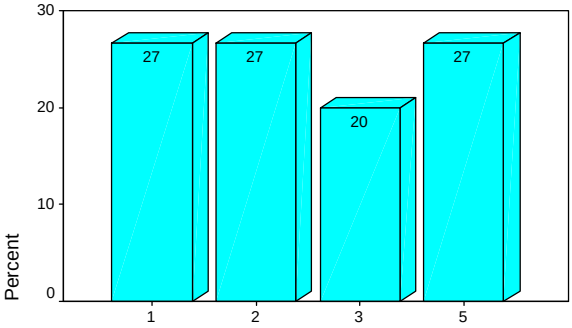
Tiempo que dedican a estar en Internet



PREGUN10

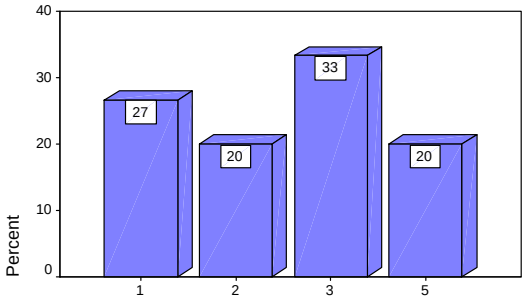
Medio Ocho

Tiempo que dedican a ver la televisión



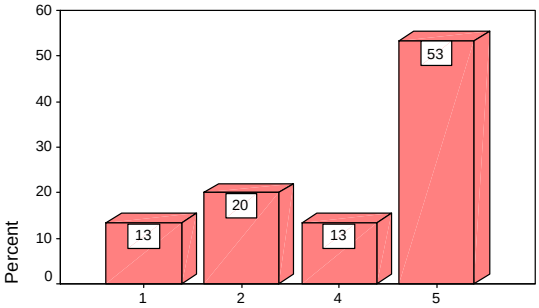
PREGUNT6

Tiempo que dedican a jugar video juegos



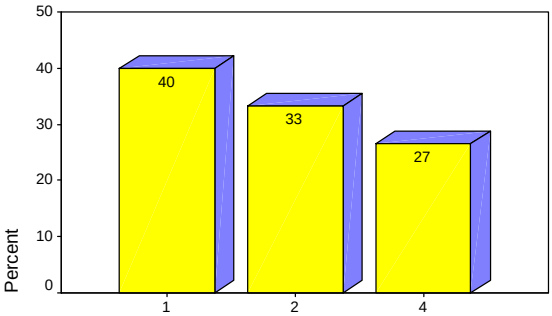
PREGUNT7

Tiempo que dedican a jugar con los amigos



PREGUNT8

Tiempo que dedican a la lectura



PREGUNT9

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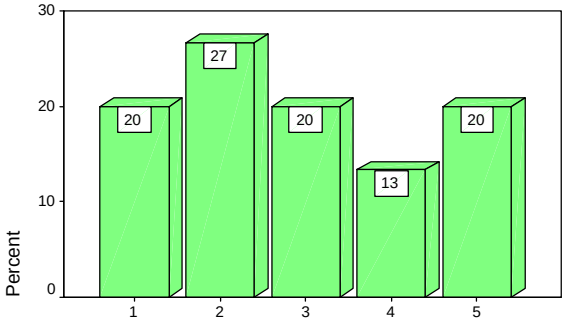
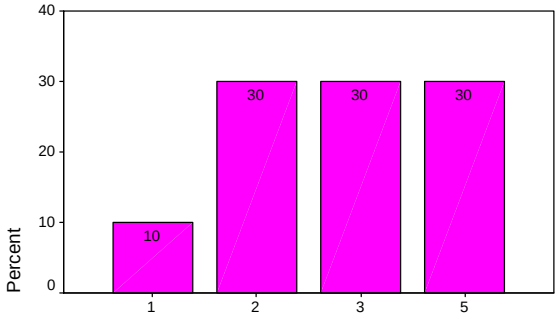


PREGUN10

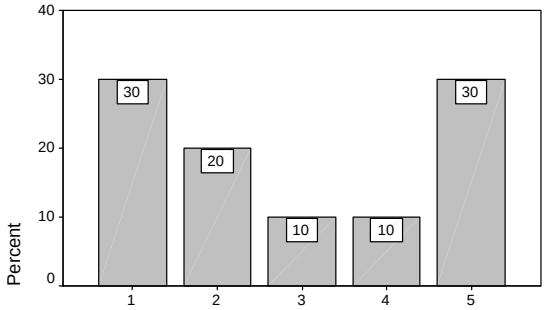
Medio
Nueve

Tiempo que dedican a ver televisión



PREGUNT6

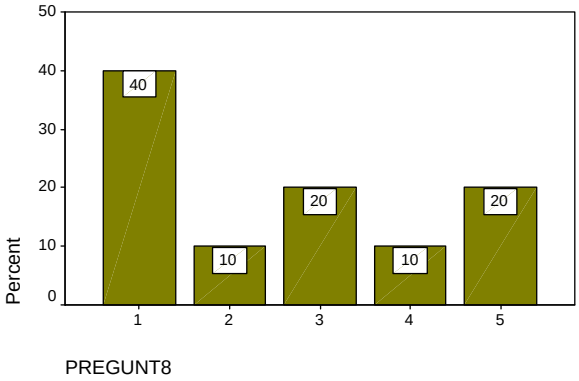
Tiempo que dedican a jugar video juegos



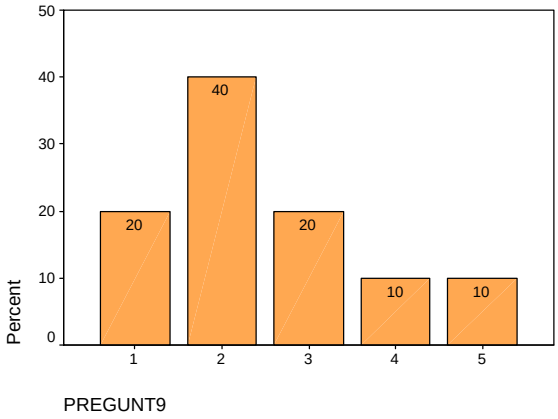
PREGUNT7

Tiempo que dedican jugar

con los amigos

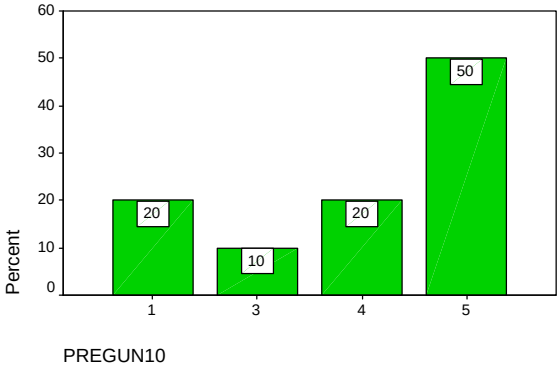


Tiempo que dedican a la lectura



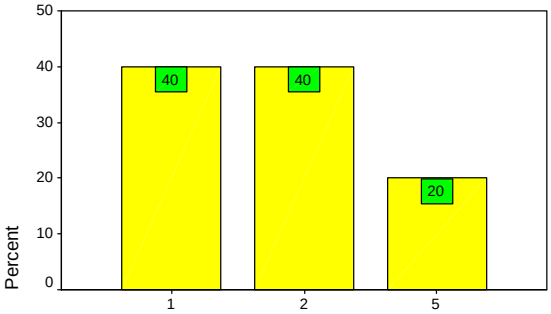
Tiempo que dedican a estar en

Internet



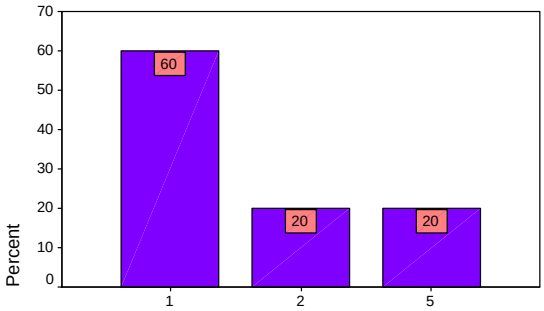
Medio
Diez

Tiempo que dedican a la televisión



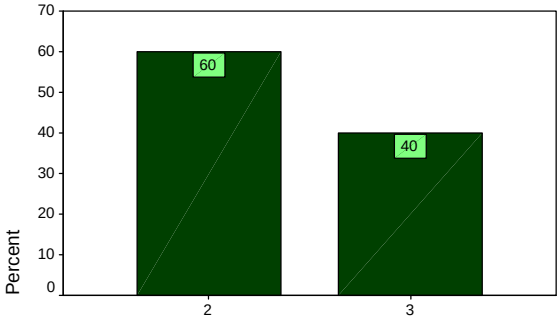
PREGUNT6

Tiempo que dedican a jugar video juegos



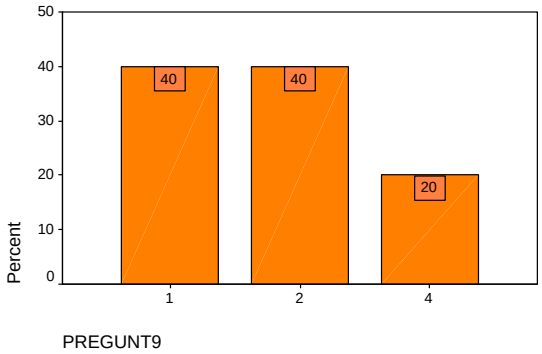
PREGUNT7

Tiempo que dedican a estar con sus amigos



PREGUNT8

Tiempo que dedican a la lectura



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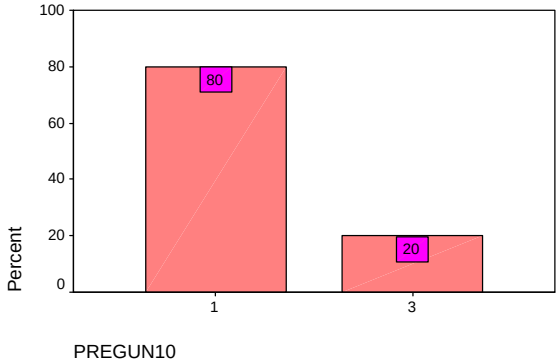
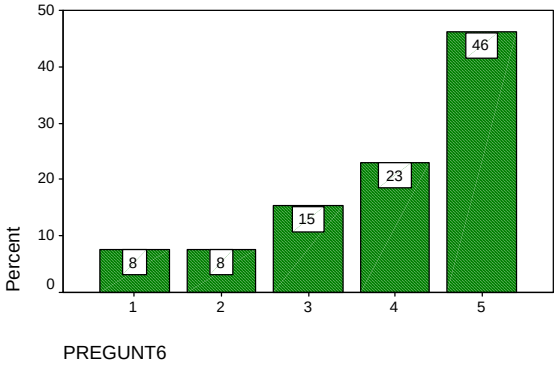
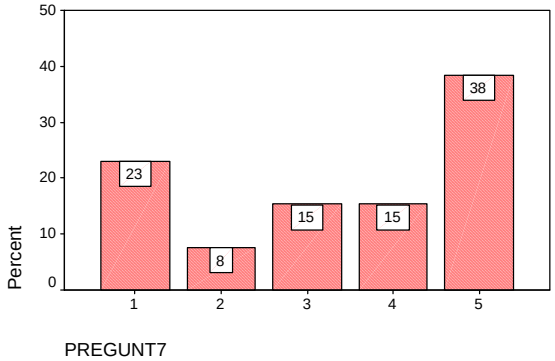


Medio Once

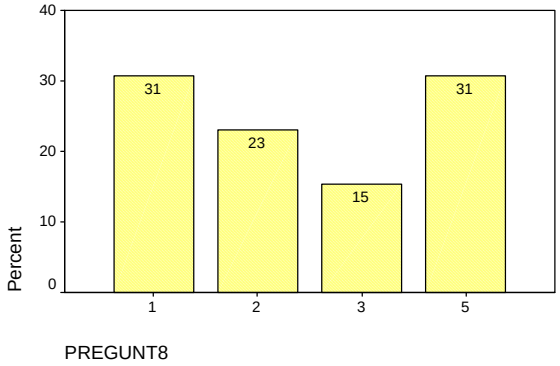
Tiempo que dedican a ver la televisión



Tiempo que dedican a jugar video juegos



Tiempo que dedican a jugar con sus amigos



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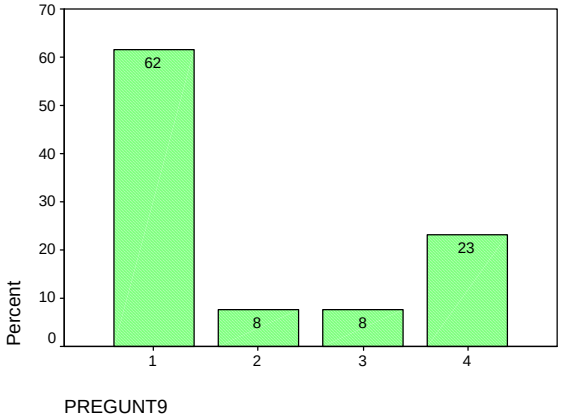
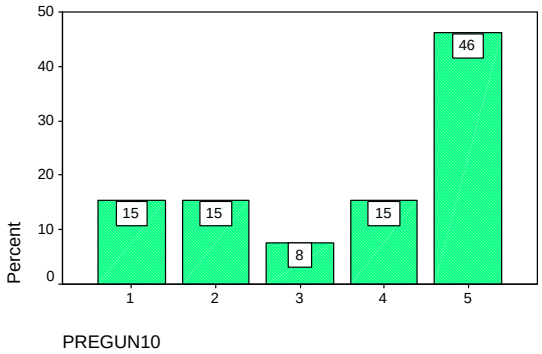
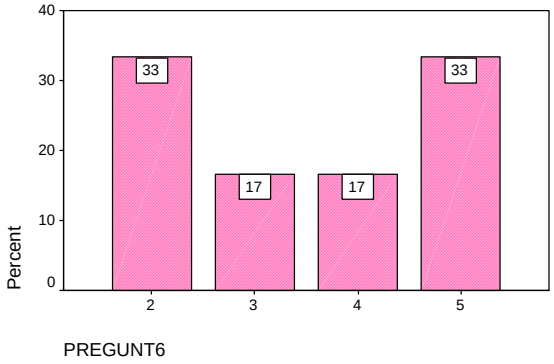


Tiempo que dedican a estar en Internet

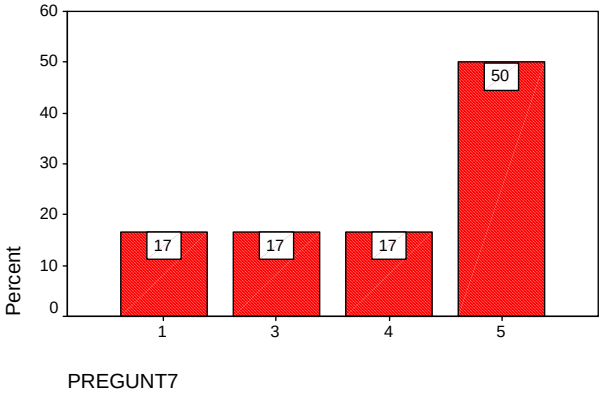


Medio
Doce

Tiempo que dedican a ver la televisión



Tiempo que dedican a jugar video juegos



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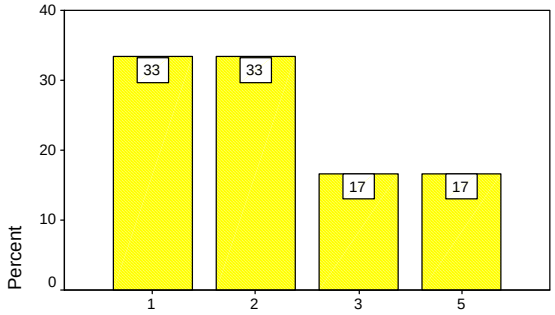
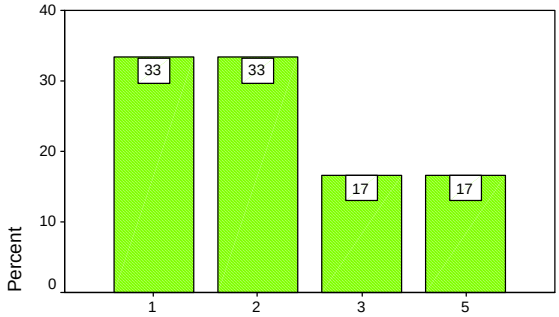


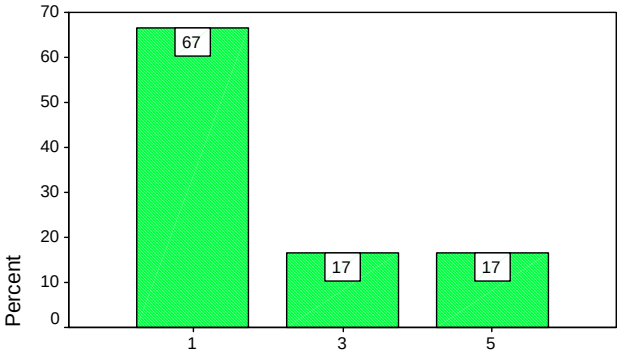
PREGUNT8

Tiempo que dedican a la lectura



PREGUNT9

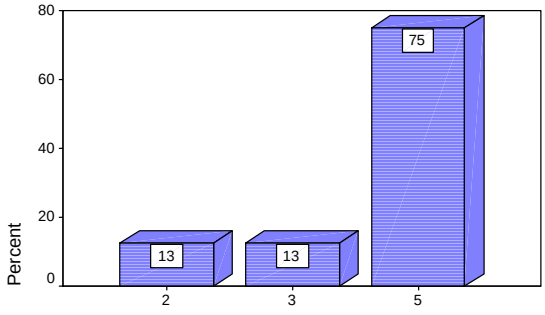
Tiempo que dedican a estar en Internet



PREGUN10

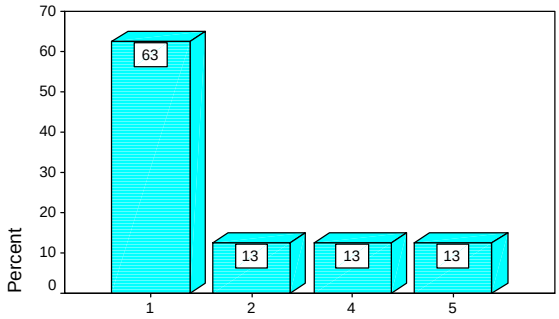
Bajo Siete

Tiempo que dedican a ver la televisión



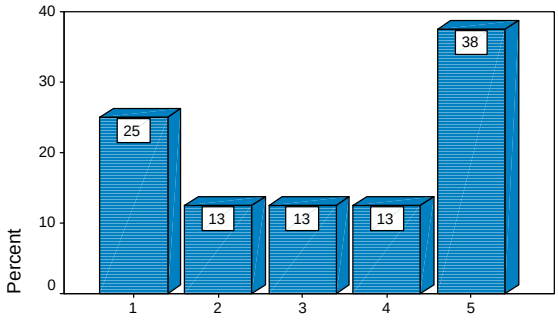
PREGUNT6

Tiempo que dedican a jugar video juegos



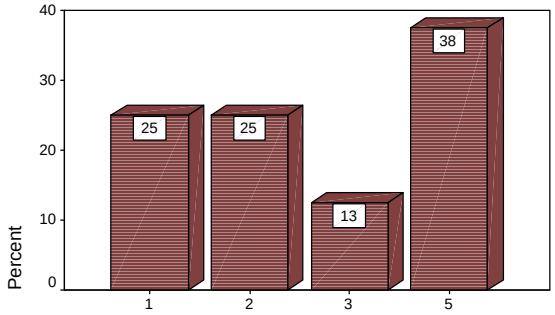
PREGUNT7

Tiempo que dedican a jugar con sus amigos



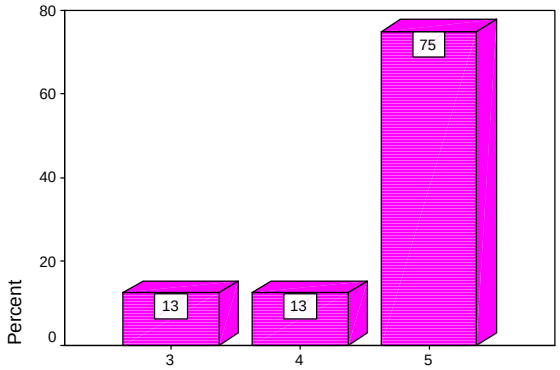
PREGUNT8

Tiempo que dedican a la lectura



PREGUNT9

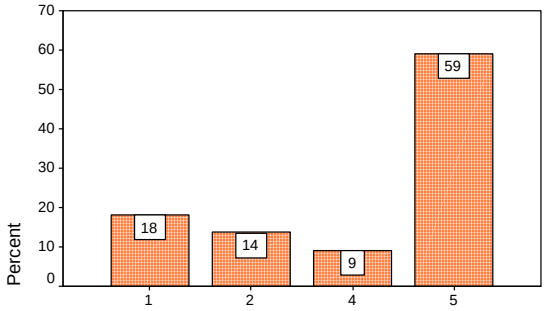
Tiempo que dedican al Internet



PREGUN10

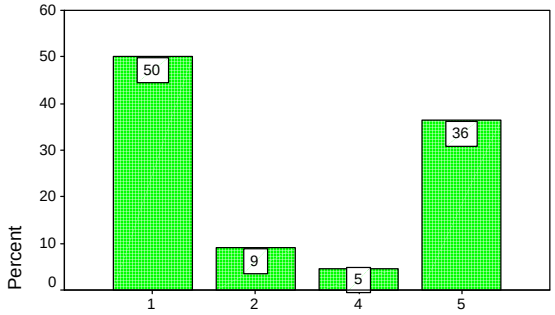
Bajo
Ocho

Tiempo que dedican a ver la televisión



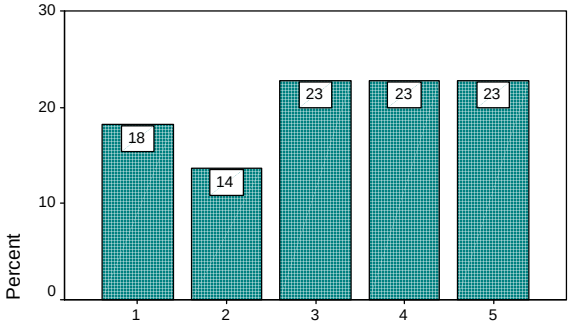
PREGUNT6

Tiempo que dedican a jugar video juegos



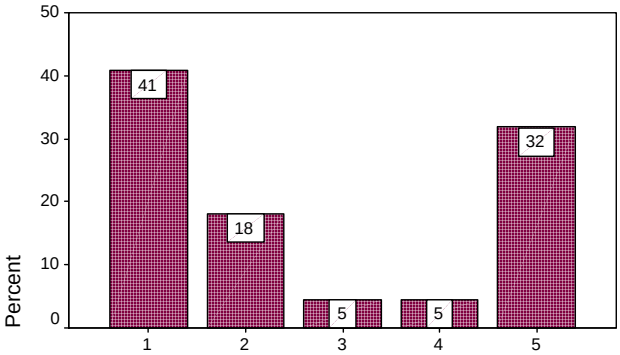
PREGUNT7

Tiempo que dedican a jugar con sus amigos



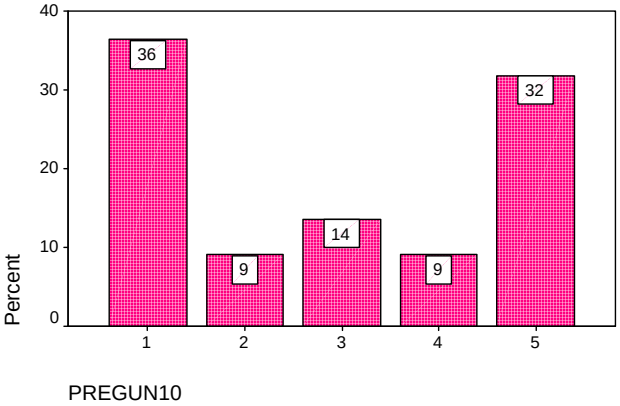
PREGUNT8

Tiempo que dedican a la lectura



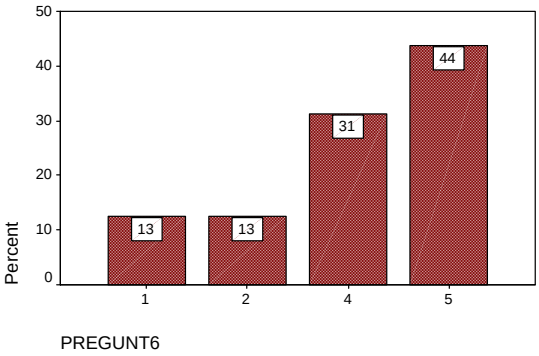
PREGUNT9

Tiempo que dedican a estar en Internet

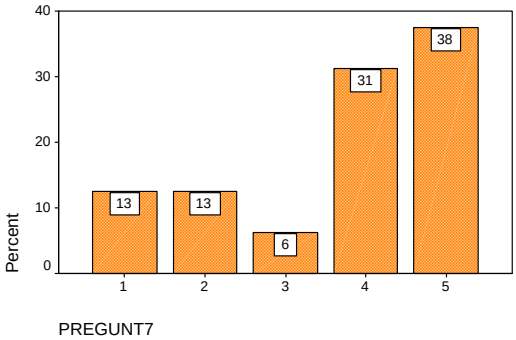


Bajo
Nueve

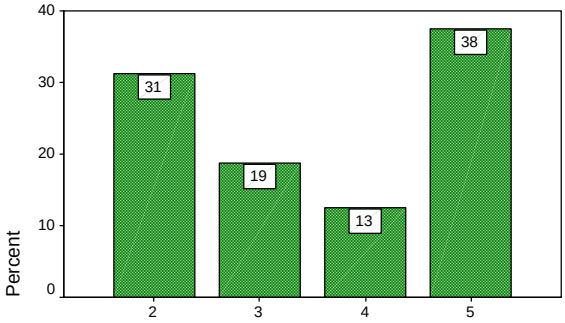
Tiempo que dedicas a ver la televisión



Tiempo que dedican a jugar video juegos

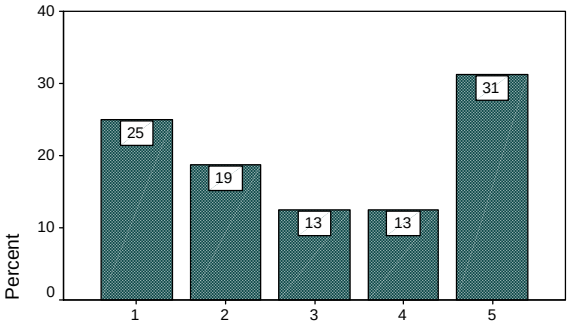


Tiempo que dedican a jugar con sus amigos



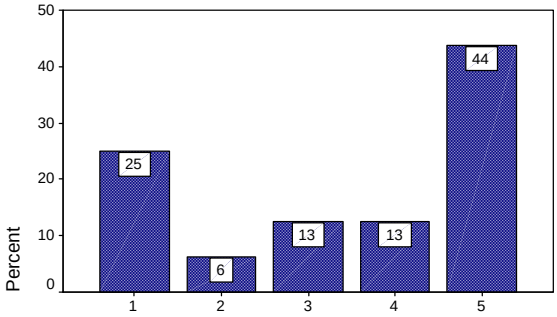
PREGUNT8

Tiempo que dedican a la lectura



PREGUNT9

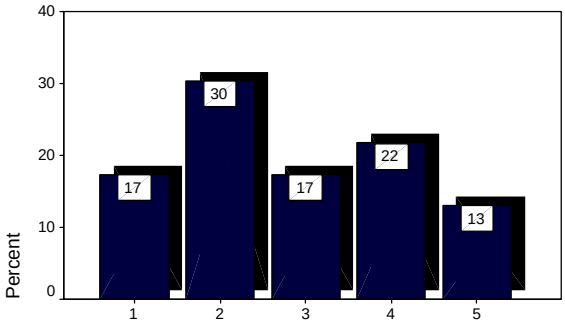
Tiempo que dedican a estar en Internet



PREGUN10

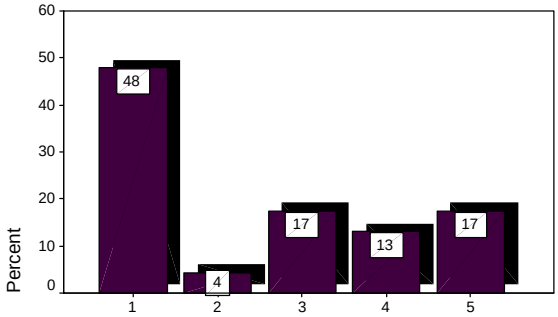
Bajo
Diez

Tiempo que dedican a ver la televisión



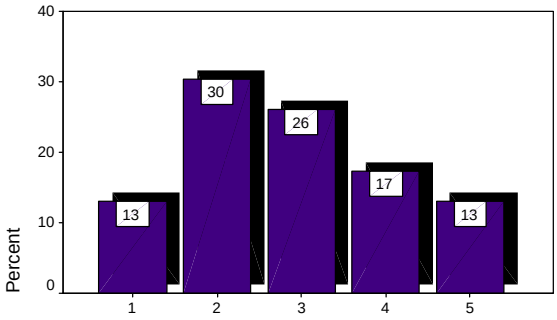
PREGUNT6

Tiempo que dedican a jugar video juegos



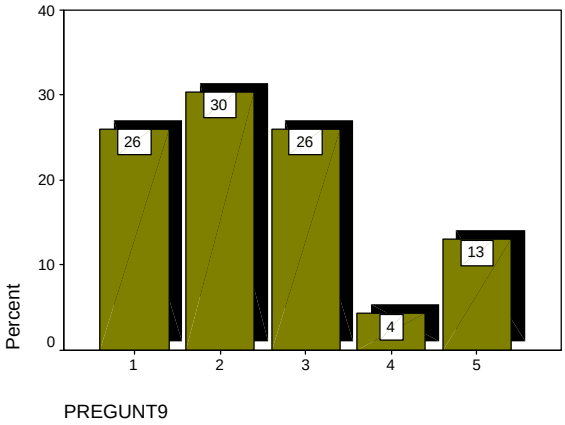
PREGUNT7

Tiempo que a jugar con sus amigos



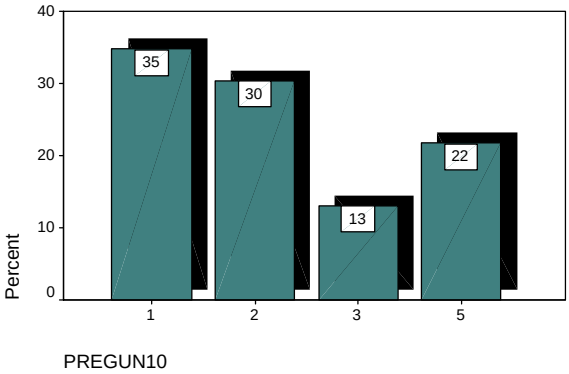
PREGUNT8

Tiempo que dedican a la lectura



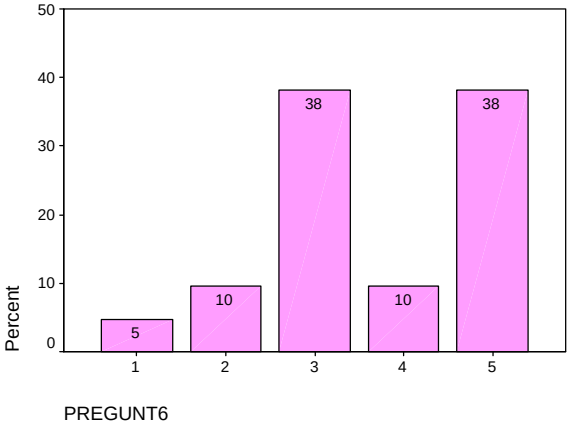
Tiempo que dedican a estar

en Internet

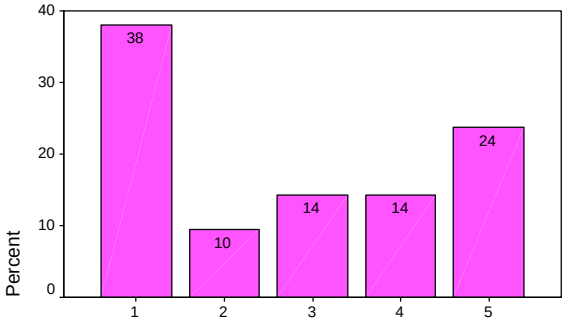


Bajo
Once

Tiempo que dedican a ver la televisión

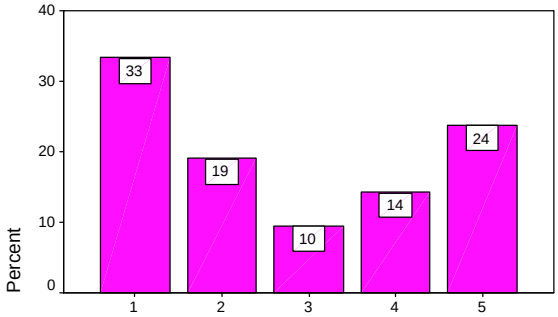


Tiempo que dedican a jugar video juegos



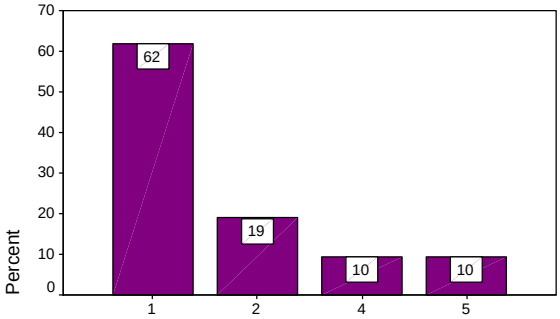
PREGUNT7

Tiempo que dedican a jugar con sus amigos



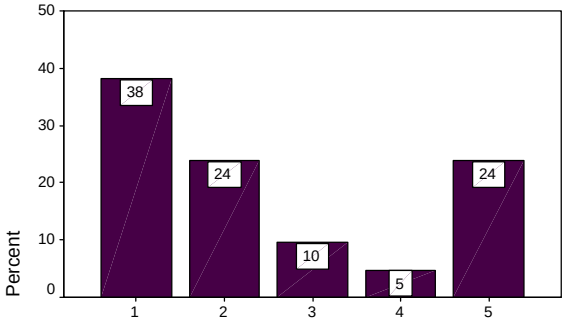
PREGUNT8

Tiempo que dedican a la lectura



PREGUNT9

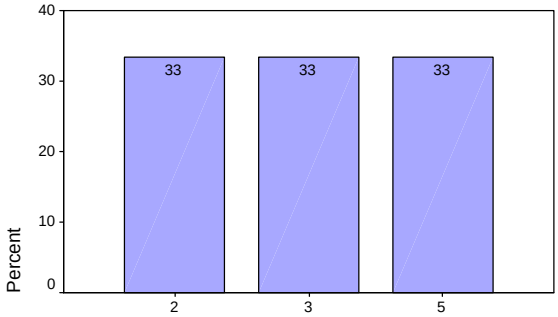
Tiempo que dedican a estar en Internet



PREGUN10

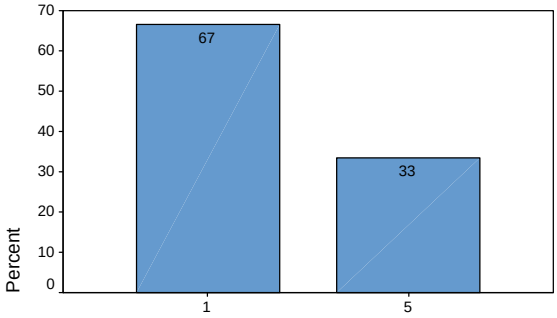
Bajo Doce

Tiempo que dedican a ver la televisión



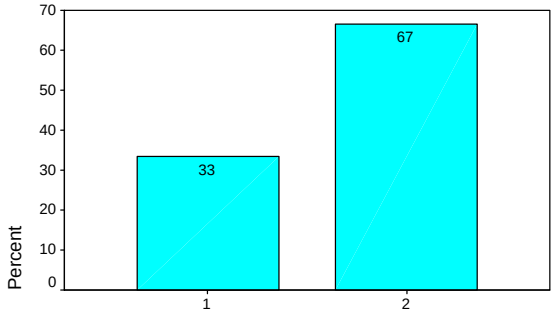
PREGUNT6

Tiempo que dedican a jugar video juegos



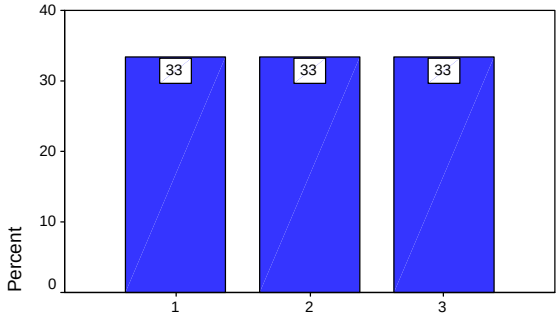
PREGUNT7

Tiempo que dedican a jugar con sus amigos



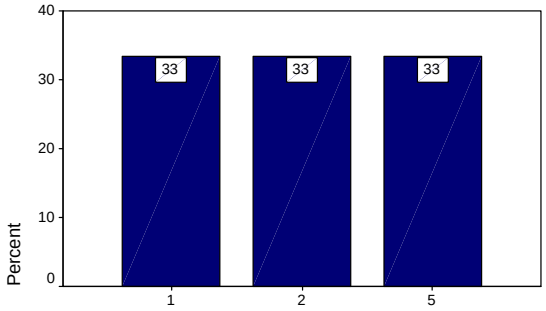
PREGUNT8

Tiempo que dedican a la lectura



PREGUNT9

Tiempo que dedican a estar en Internet



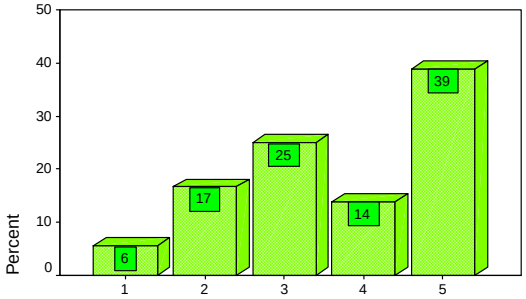
PREGUN10

Graficas según el tiempo con base en el sexo y el nivel socioeconómico (según la división que se hizo)

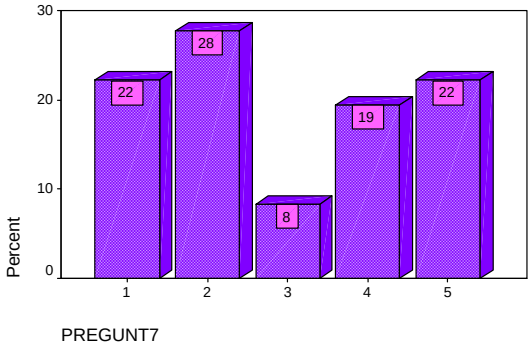
Alto

Hombre

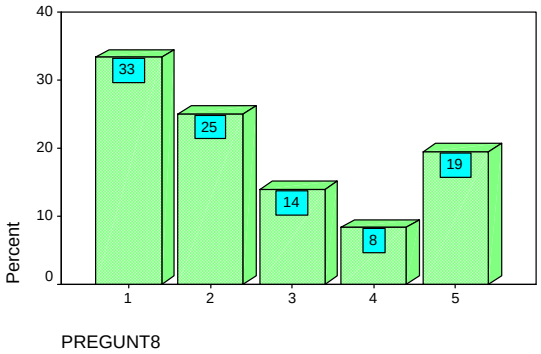
Tiempo que dedican a ver la televisión



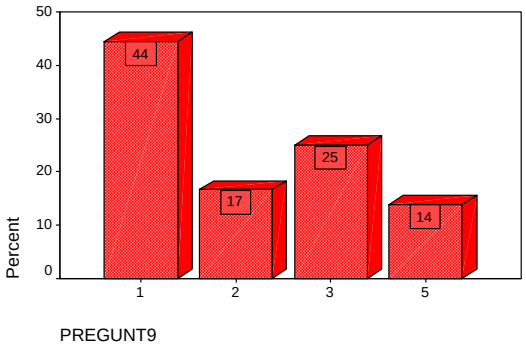
Tiempo que dedican a jugar video juegos



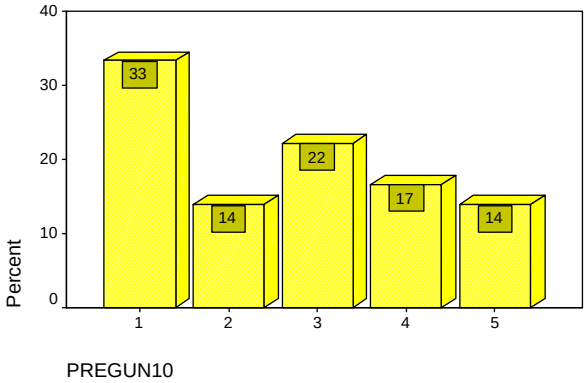
Tiempo que dedican a jugar con sus amigos



Tiempo que dedican a la lectura

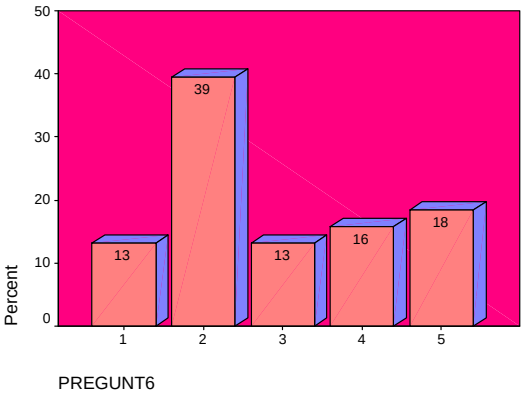


Tiempo que dedican al Internet



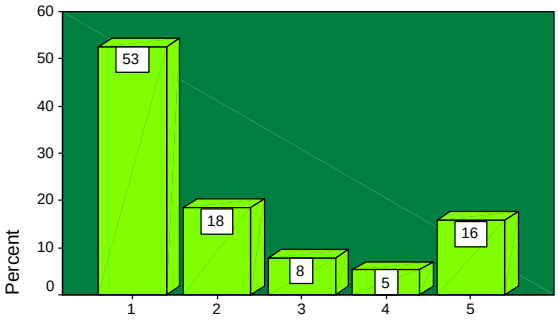
Alto
Mujer

Tiempo que dedican ver la televisión



Tiempo que dedican a jugar

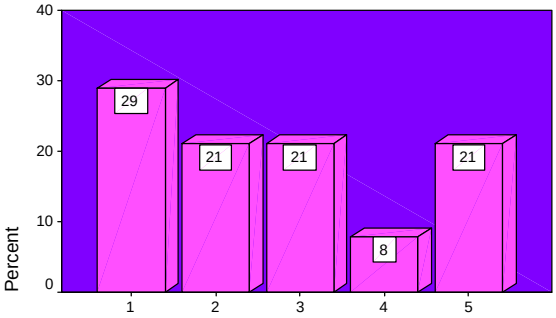
video juegos



PREGUNT7

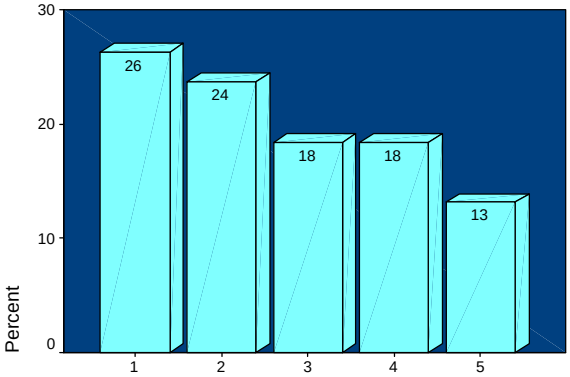
Tiempo que dedican a jugar

con sus amigos



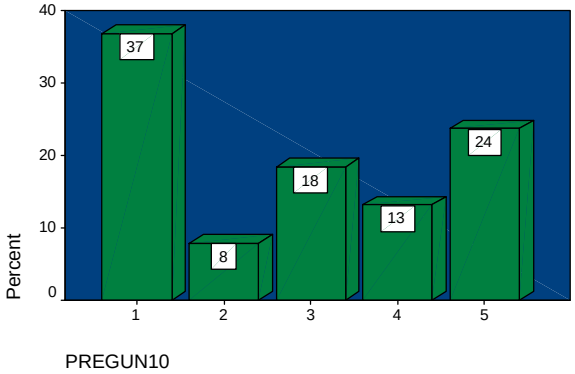
PREGUNT8

Tiempo que dedican a la lectura



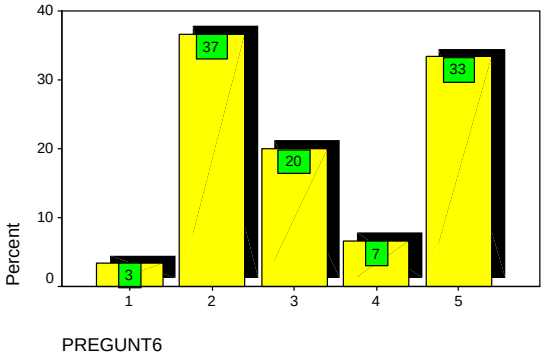
PREGUNT9

Tiempo que dedican al Internet

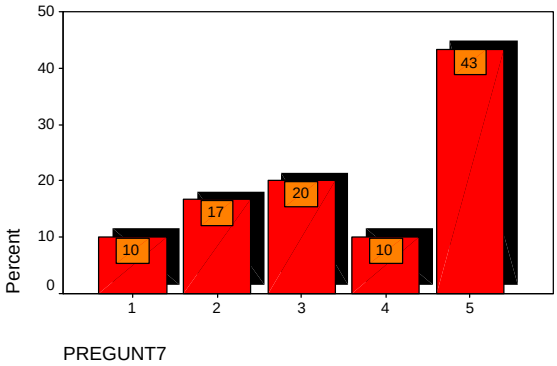


Medio
Hombre

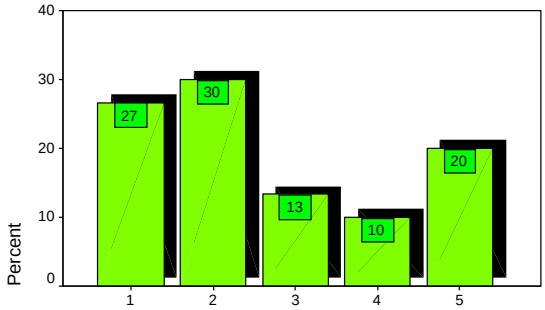
Tiempo que dedican a ver la televisión



Tiempo que dedican a jugar video juegos

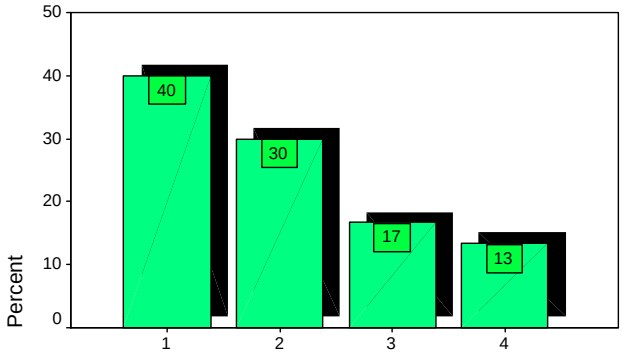


Tiempo que dedican a jugar con sus amigos



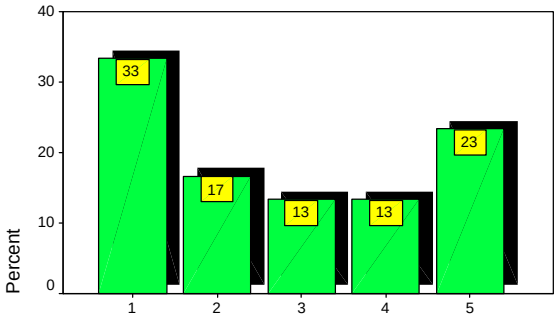
PREGUNT8

Tiempo que dedican a la lectura



PREGUNT9

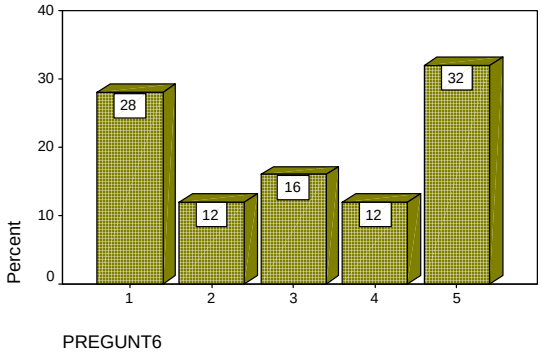
Tiempo que dedican al Internet



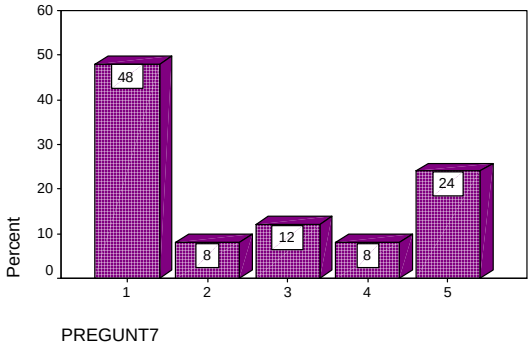
PREGUN10

Medio
Mujer

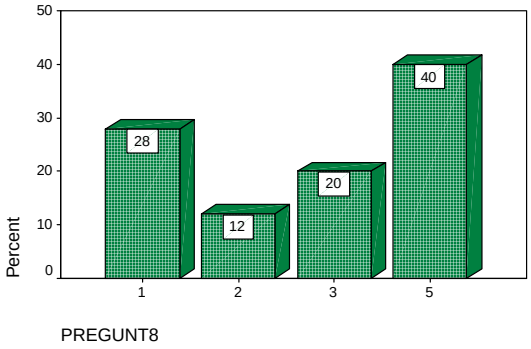
Tiempo que dedican a ver la televisión



Tiempo que dedican a jugar video juegos



Tiempo que dedican a jugar con sus amigos



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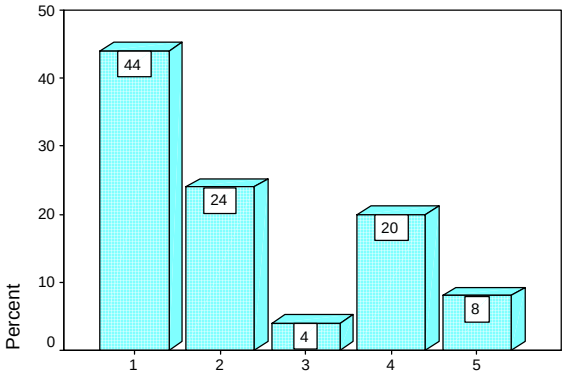
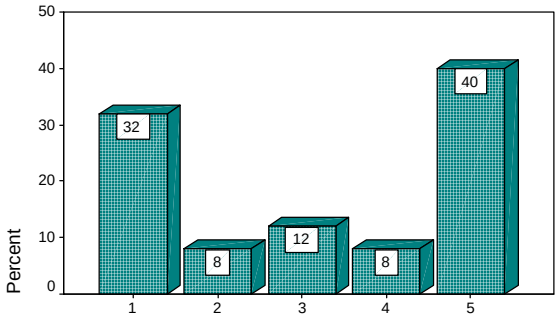


PREGUNT9

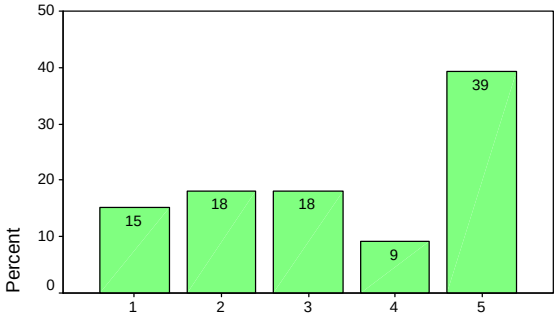
Tiempo que dedican a estar en Internet



PREGUN10

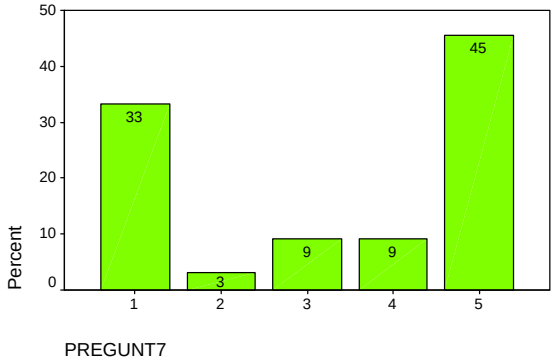
Bajo
Hombre

Tiempo que dedican a ver la televisión

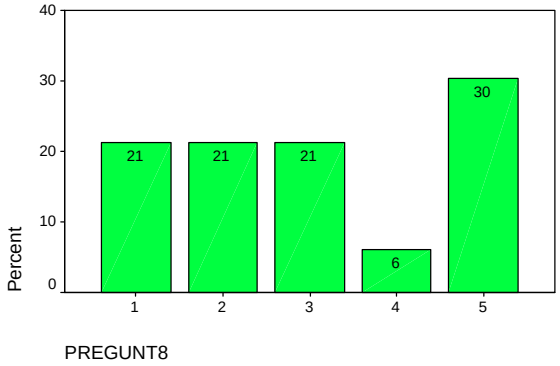


PREGUNT6

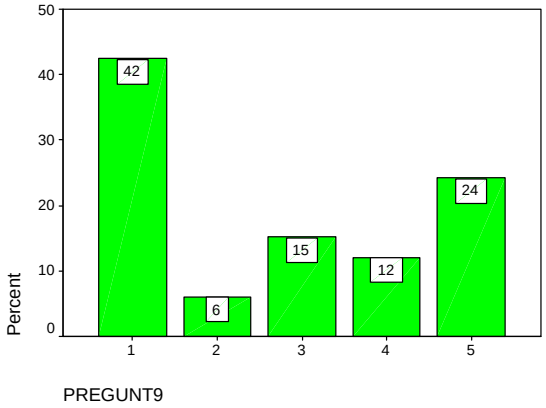
Tiempo que dedican a jugar video juegos



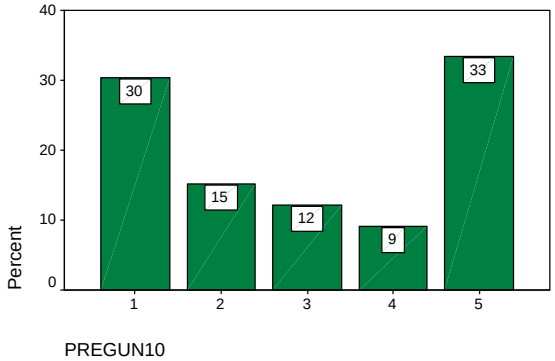
Tiempo que dedican a jugar con sus amigos



Tiempo que dedican a la lectura

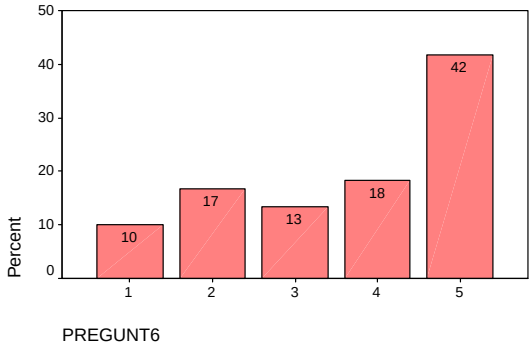


Tiempo que dedican al Internet

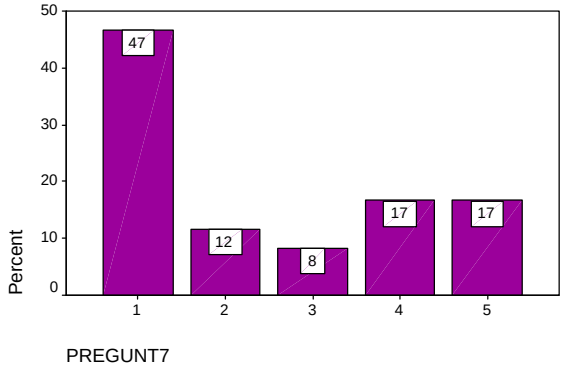


Bajo Mujer

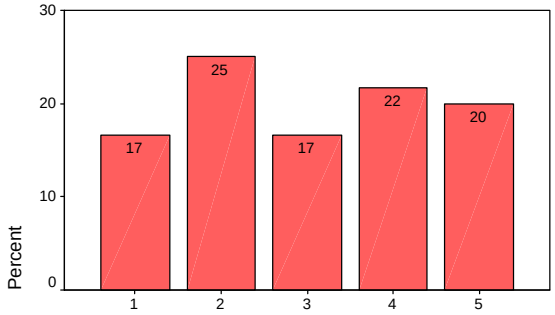
Tiempo que dedican a ver la televisión



Tiempo que dedican a jugar video juegos

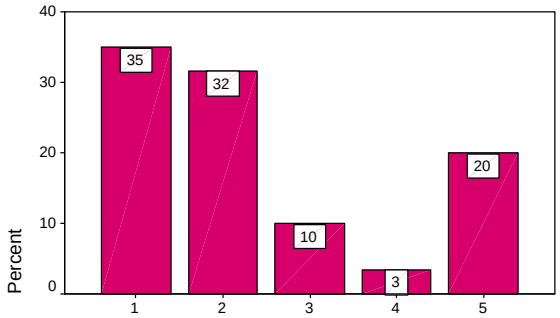


Tiempo que dedican a jugar con sus amigos



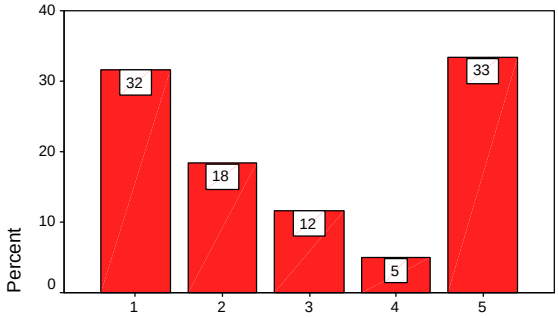
PREGUNT8

Tiempo que dedican a la lectura



PREGUNT9

Tiempo que dedican a estar en Internet



PREGUN10