



BARLOVENTO COMUNICACIÓN


ANÁLISIS CUALITATIVO

HISTORIAS ROBADAS

UNA TUMBA VACIA

FICCIÓN
MINISERIES
DRAMA/MELODRAMA

Miércoles, 19 de Septiembre de 2012
de 22:32 a 23:48 (76")

	AMBITO	CONSUMO TTV	CUOTA	MILES	ACUMULADA	FIDELIDAD	APORT.
	TOTAL NACIONAL	18350	13.5 %	2475	5502	45.0	1.8



Fecha	Día	Hora Inicio	Hora Fin	Media Cuota	Media Miles
19/09/2012	Miércoles	22:32:02	23:48:32	13.5%	2475

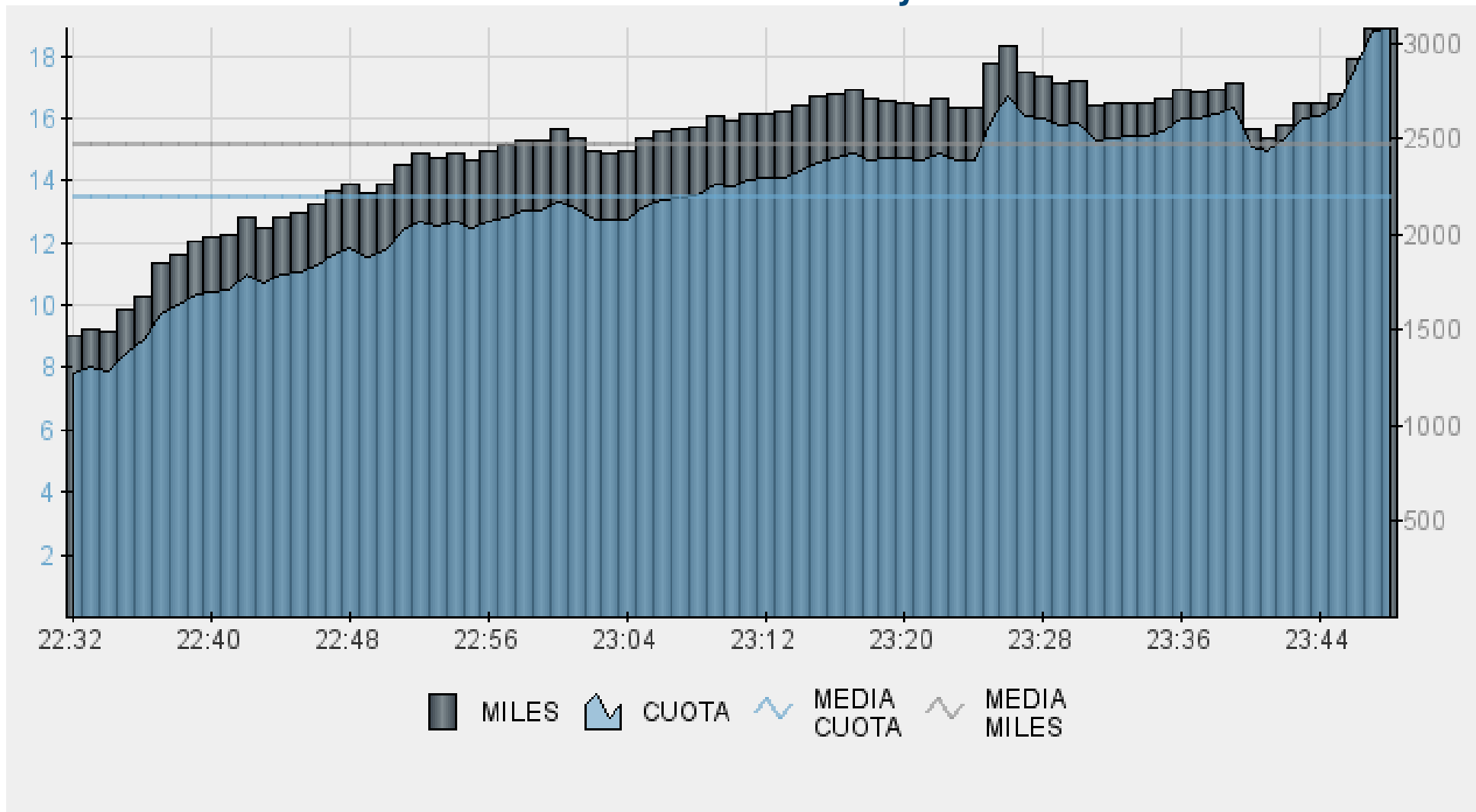
Ficha técnica

Universo	Cuota	Rtg	AM	AA	Perfil	Min.	Fid.	Apt	C.TTV
IND 4 +	13.5	5.6	2475	5502	100	34	45.0	1.8	18350
HOMBRES	10.8	4.3	926	2347	37.4	30	39.5	1.5	8614
MUJERES	15.9	6.9	1549	3155	62.6	38	49.1	2.1	9736
4 – 12	14.5	2.1	87	205	3.5	32	42.3	1.2	597
13 – 24	10.0	2.7	146	414	5.9	27	35.3	1.4	1458
25 – 44	11.0	4.4	635	1587	25.7	31	40.0	1.6	5794
45 – 64	15.3	8.2	965	2032	39.0	36	47.5	2.2	6289
> 65	15.2	8.0	642	1264	25.9	39	50.8	1.8	4212
A / MA	9.4	3.6	370	1049	14.9	27	35.2	1.4	3937
MM	13.7	5.8	1112	2385	44.9	36	46.6	1.9	8125
MB / B	15.8	6.8	993	2068	40.1	37	48.0	2.0	6288
< 10.000	13.8	5.7	528	1116	21.3	36	47.3	1.9	3841
10 – 200 MIL	13.6	5.7	1225	2696	49.5	35	45.4	1.8	8993
> 200 MIL	13.1	5.5	722	1691	29.2	33	42.7	1.8	5517
AMAS DE CASA	14.8	7.6	1294	2739	52.3	36	47.2	2.0	8748
TARGET COMERCIAL	10.9	4.3	657	1656	26.6	30	39.7	1.7	6021
ABONADOS TV PAGO	12.7	5.4	551	1336	22.3	32	41.2	1.7	4331



Fecha	Día	Hora Inicio	Hora Fin	Media Cuota	Media Miles
19/09/2012	Miércoles	22:32:02	23:48:32	13.5%	2475

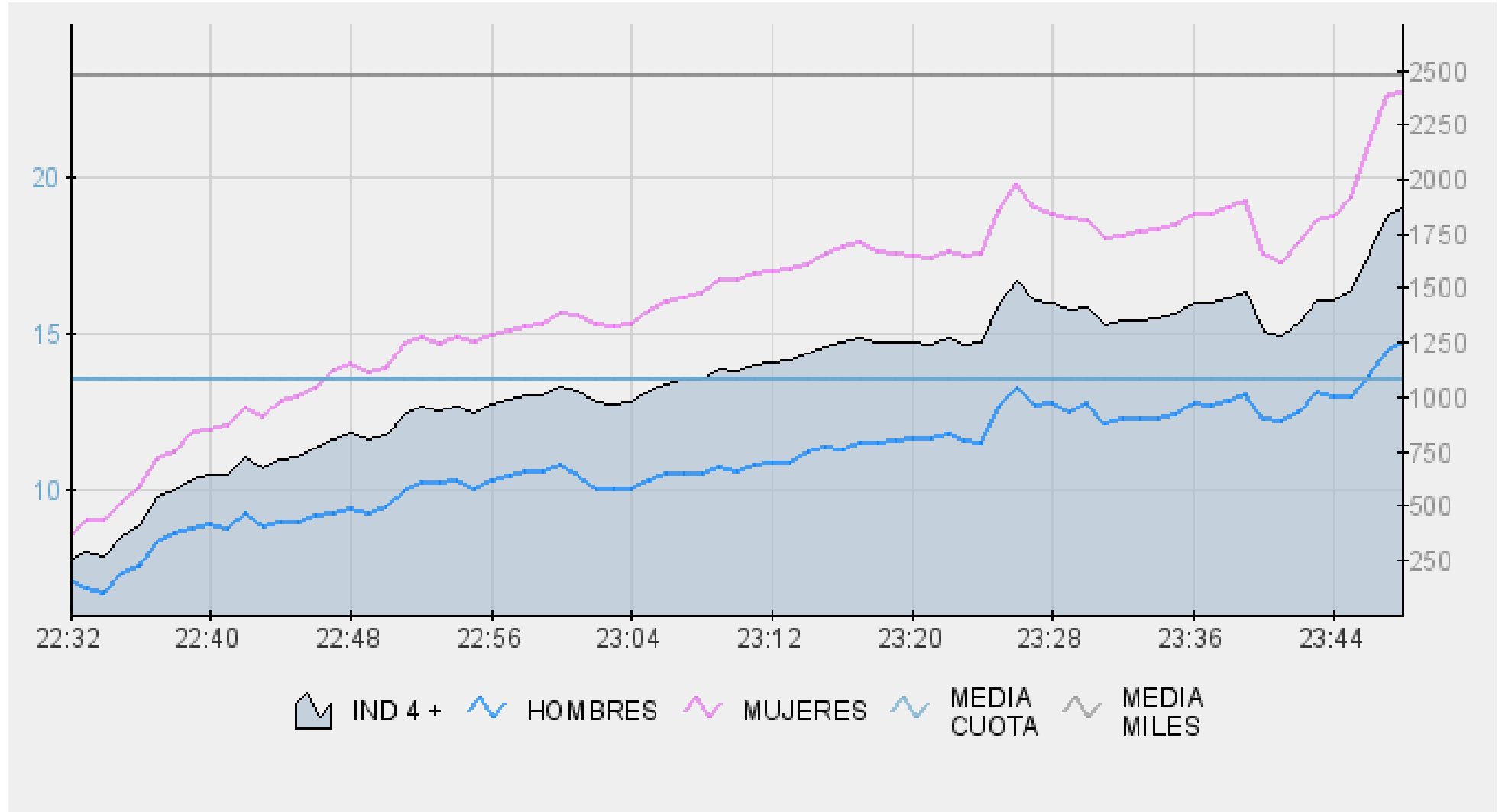
Minuto a minuto: miles y cuota





Fecha	Día	Hora Inicio	Hora Fin	Media Cuota	Media Miles
19/09/2012	Miércoles	22:32:02	23:48:32	13.5%	2475

Minuto a minuto: sexos





Fecha	Día	Hora Inicio	Hora Fin	Media Cuota	Media Miles
19/09/2012	Miércoles	22:32:02	23:48:32	13.5%	2475

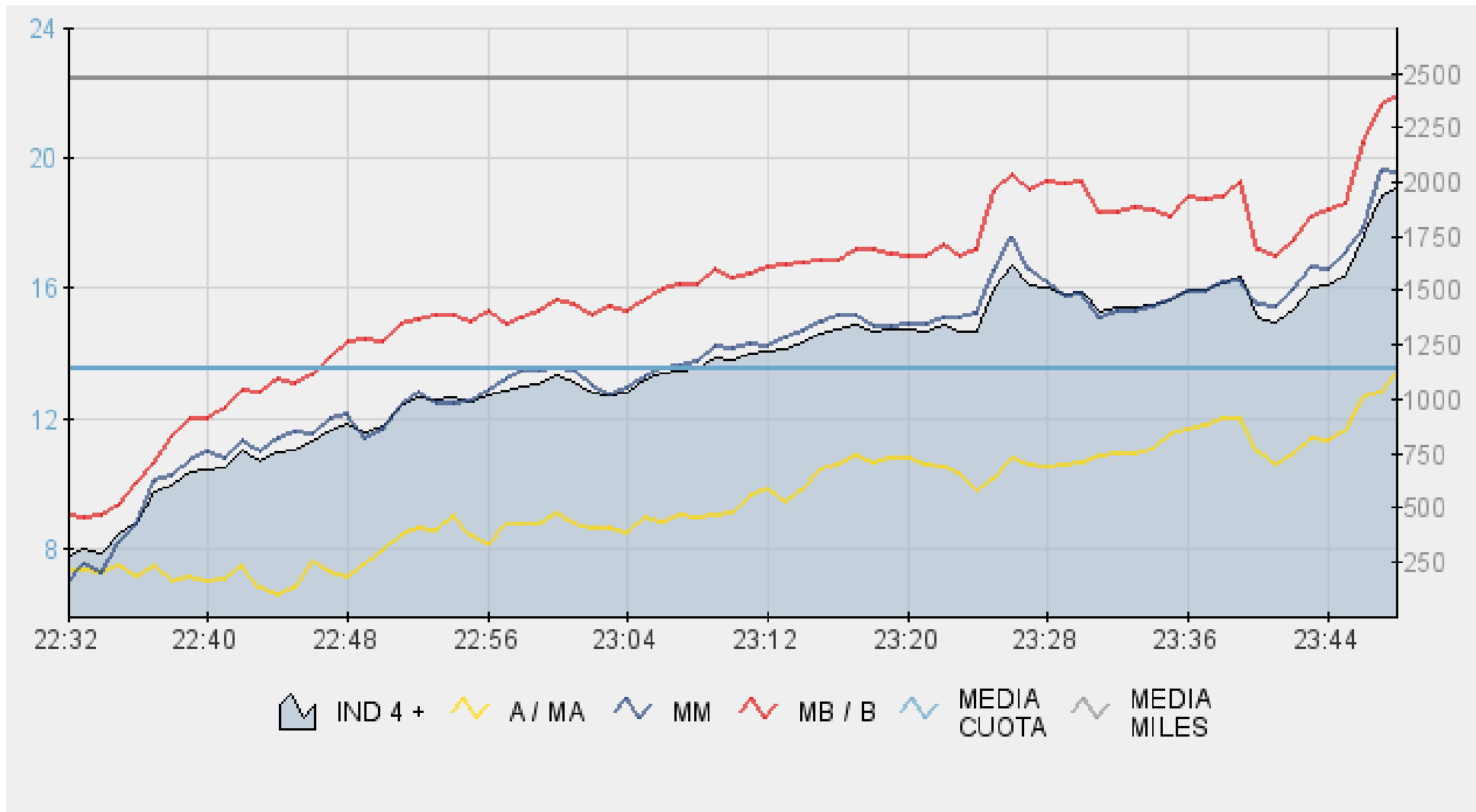
Minuto a minuto: edades





Fecha	Día	Hora Inicio	Hora Fin	Media Cuota	Media Miles
19/09/2012	Miércoles	22:32:02	23:48:32	13.5%	2475

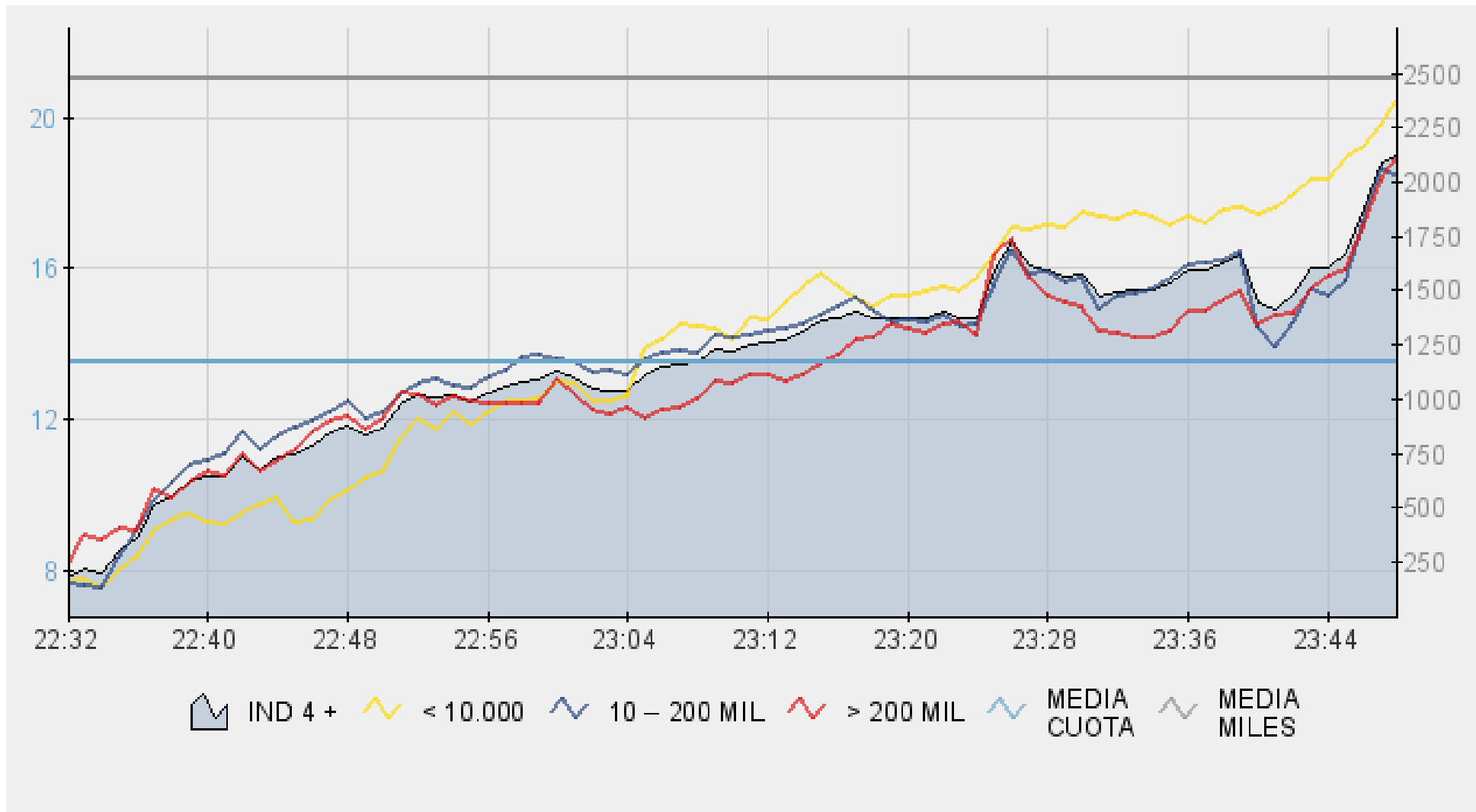
Minuto a minuto: Clases





Fecha	Día	Hora Inicio	Hora Fin	Media Cuota	Media Miles
19/09/2012	Miércoles	22:32:02	23:48:32	13.5%	2475

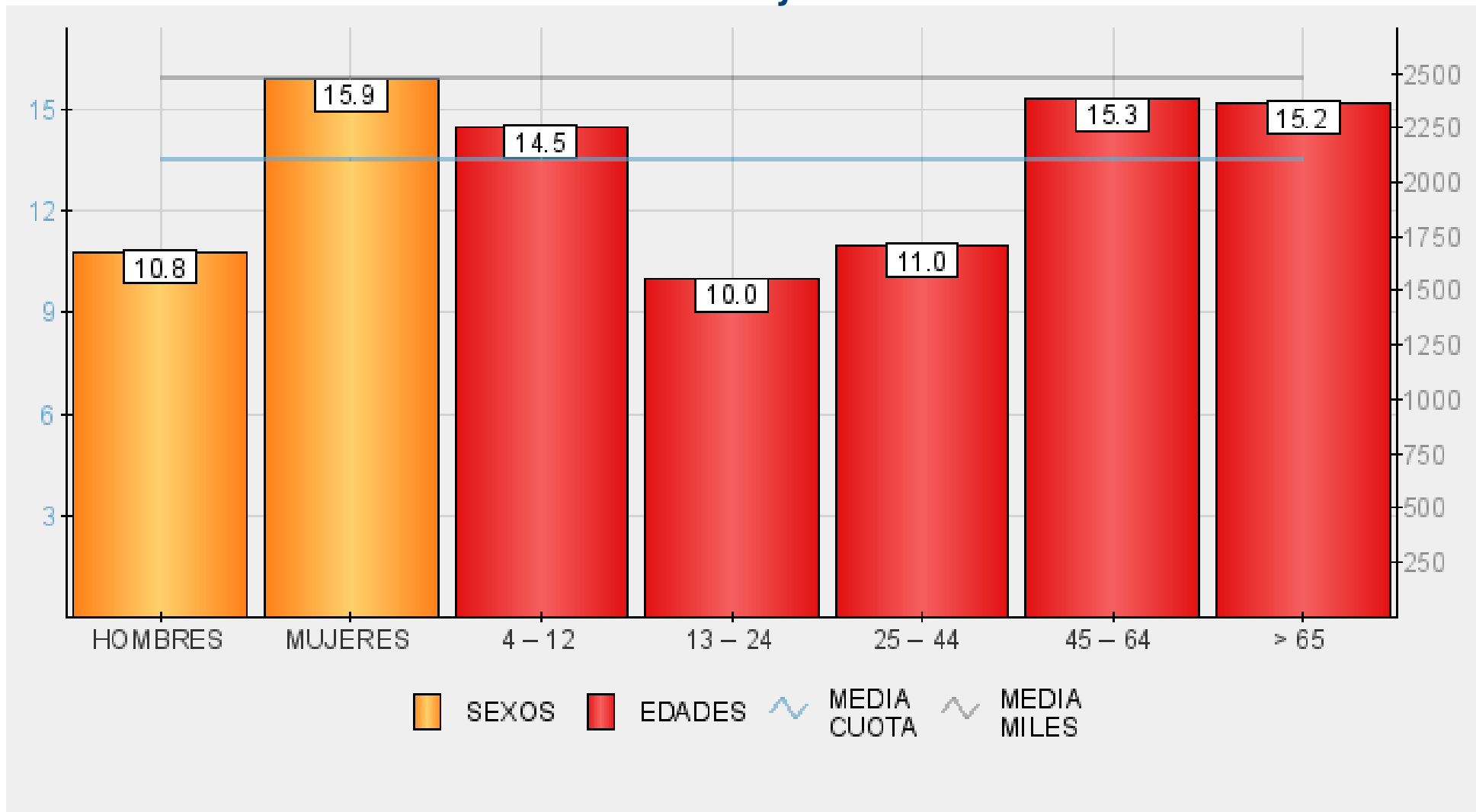
Minuto a minuto: Hábitat





Fecha	Día	Hora Inicio	Hora Fin	Media Cuota	Media Miles
19/09/2012	Miércoles	22:32:02	23:48:32	13.5%	2475

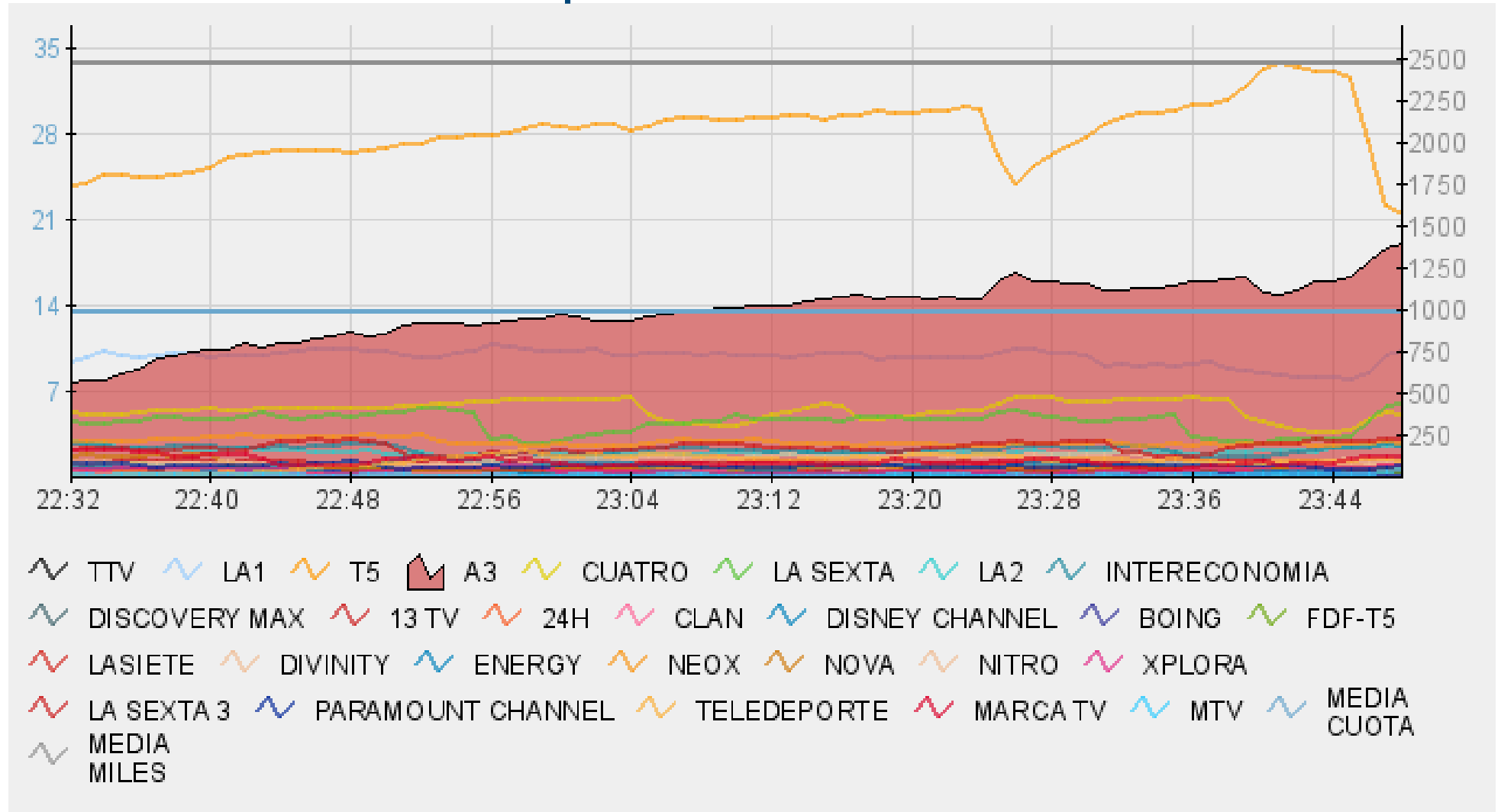
Cuota Sexo y Edades





Fecha	Día	Hora Inicio	Hora Fin	Media Cuota	Media Miles
19/09/2012	Miércoles	22:32:02	23:48:32	13.5%	2475

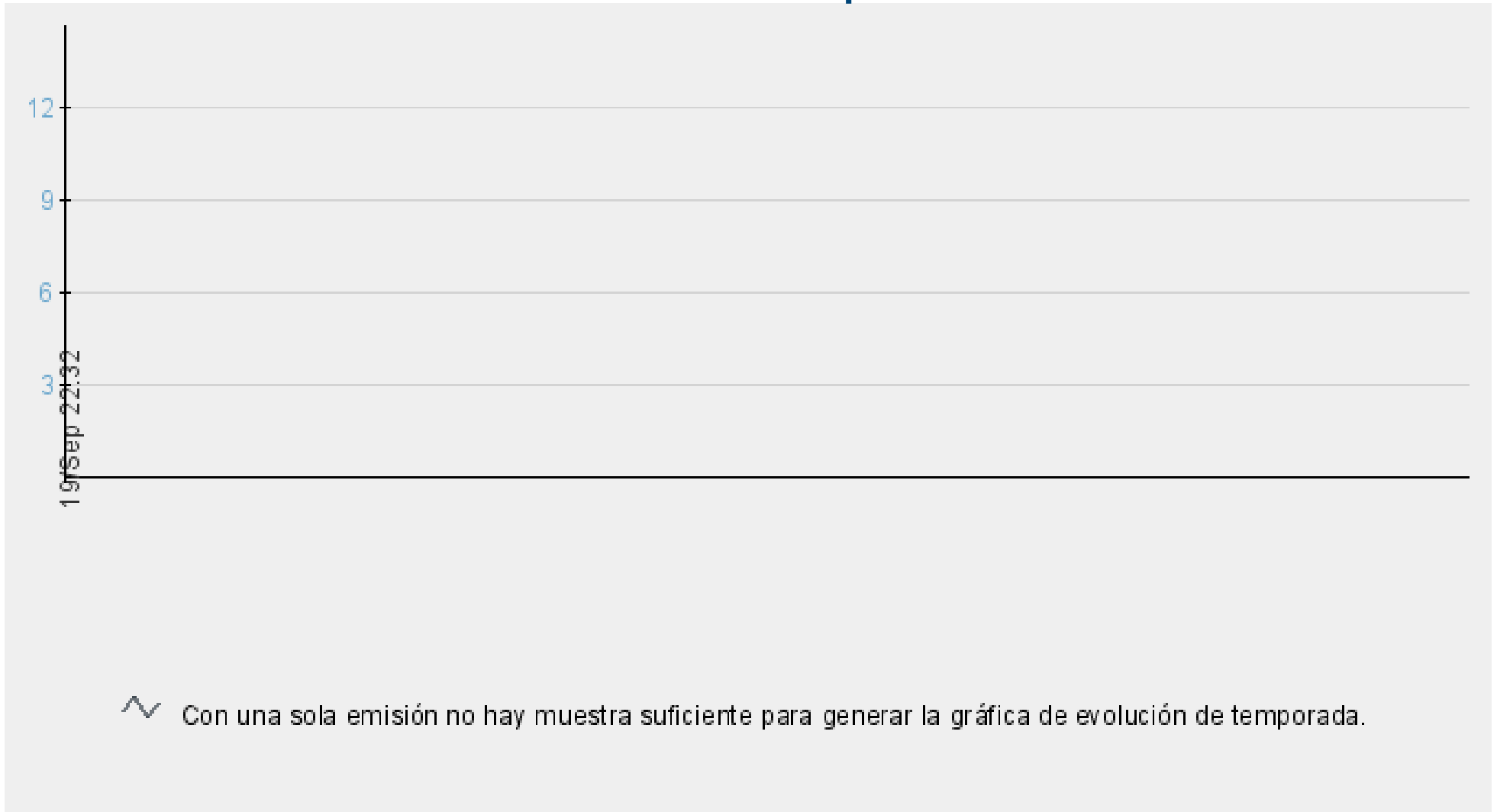
Competencia Minuto a Minuto





Nº Emisiones	C.Máx	C.Mín	C.Media	M.Máx	M.Mín	M.Media
1	13.5%	13.5%	13.5%	2475	2475	2475

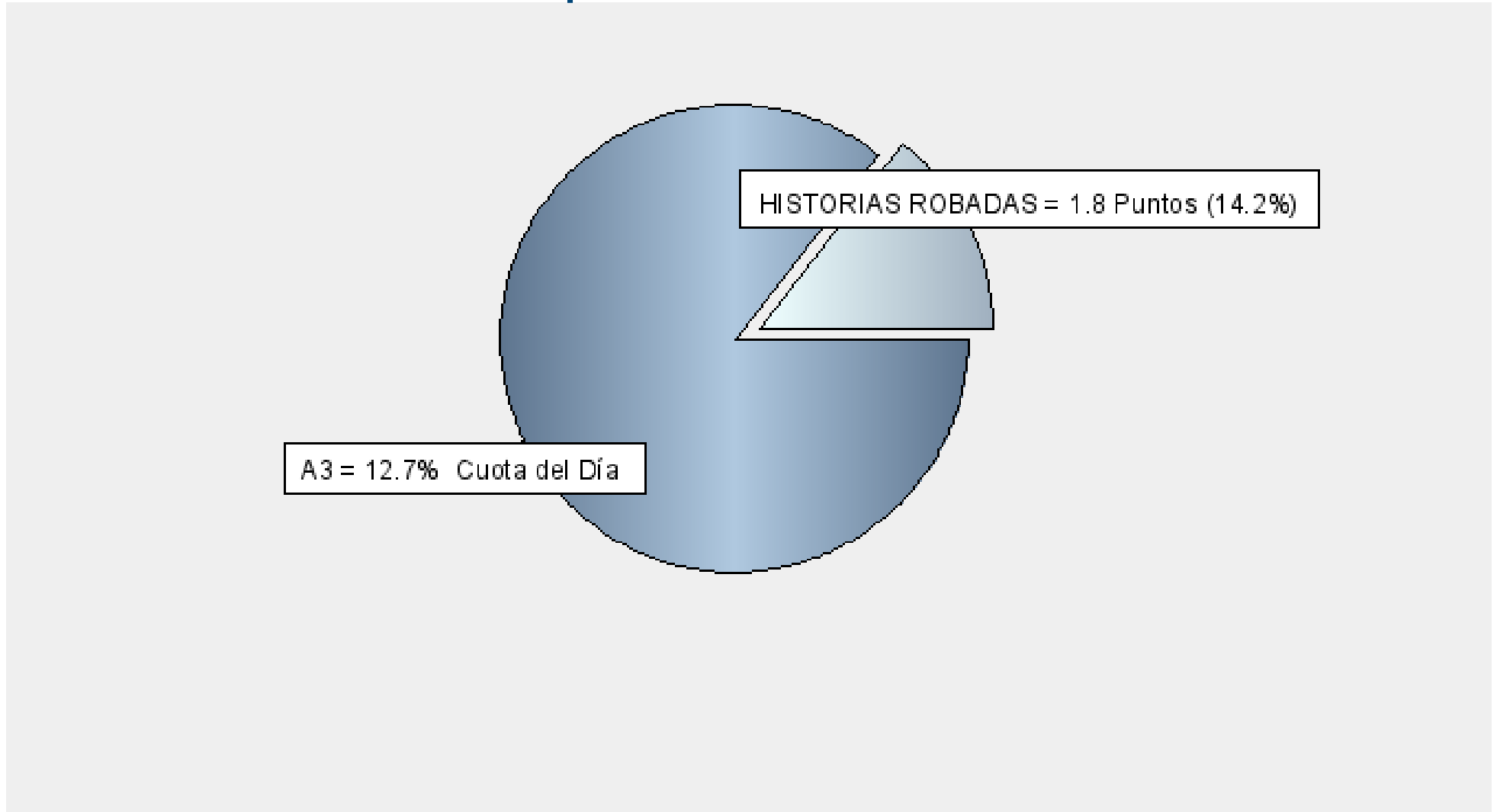
Evolución de temporada





Fecha	Día	Hora Inicio	Hora Fin	Media Cuota	Media Miles
19/09/2012	Miércoles	22:32:02	23:48:32	13.5%	2475

Aportación a la cadena





Fecha	Día	Hora Inicio	Hora Fin	Media Cuota	Media Miles
19/09/2012	Miércoles	22:32:02	23:48:32	13.5%	2475
















Comparativo Cualitativo por targets (1)

																									
	am	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta		
IND 4 +	18350	1801	9.8	5153	28.1	2475	13.5	1012	5.5	820	4.5	1337	7.3	382	2.1	117	0.6	72	0.4	114	0.6	263	1.4	245	1.3
HOMBRES	8614	916	10.6	1934	22.4	926	10.8	433	5.0	490	5.7	731	8.5	171	2.0	51	0.6	29	0.3	74	0.9	163	1.9	159	1.9
MUJERES	9736	886	9.1	3219	33.1	1549	15.9	578	5.9	330	3.4	606	6.2	211	2.2	66	0.7	43	0.4	41	0.4	99	1.0	85	0.9
4 – 12	597	41	6.8	158	26.5	87	14.5	21	3.6	33	5.5	25	4.3	1	0.2	31	5.2	26	4.4	42	7.1	1	0.2	14	2.4
13 – 24	1458	54	3.7	563	38.6	146	10.0	86	5.9	80	5.5	94	6.4	6	0.4	11	0.8	9	0.6	11	0.8	14	1.0	16	1.1
25 – 44	5794	468	8.1	1781	30.7	635	11.0	330	5.7	428	7.4	347	6.0	57	1.0	49	0.8	18	0.3	45	0.8	113	1.9	88	1.5
45 – 64	6289	670	10.7	1690	26.9	965	15.3	437	7.0	214	3.4	455	7.2	145	2.3	23	0.4	15	0.2	7	0.1	93	1.5	56	0.9
> 65	4212	568	13.5	960	22.8	642	15.2	137	3.3	65	1.6	415	9.9	172	4.1	3	0.1	4	0.1	8	0.2	41	1.0	70	1.7
A / MA	3937	418	10.6	823	20.9	370	9.4	260	6.6	258	6.5	343	8.7	135	3.4	23	0.6	12	0.3	19	0.5	61	1.6	35	0.9
MM	8125	740	9.1	2422	29.8	1112	13.7	526	6.5	335	4.1	566	7.0	120	1.5	49	0.6	29	0.4	67	0.8	125	1.5	95	1.2
MB / B	6288	644	10.2	1908	30.3	993	15.8	226	3.6	228	3.6	428	6.8	127	2.0	45	0.7	31	0.5	29	0.5	77	1.2	114	1.8
< 10.000	3841	473	12.3	972	25.3	528	13.8	137	3.6	200	5.2	279	7.3	61	1.6	35	0.9	26	0.7	41	1.1	59	1.5	59	1.5
10 – 200 MIL	8993	830	9.2	2690	29.9	1225	13.6	561	6.2	351	3.9	598	6.7	180	2.0	51	0.6	39	0.4	47	0.5	132	1.5	129	1.4
> 200 MIL	5517	498	9.0	1491	27.0	722	13.1	313	5.7	269	4.9	459	8.3	141	2.6	30	0.5	8	0.1	26	0.5	72	1.3	57	1.0
AMAS DE CASA	8748	883	10.1	2553	29.2	1294	14.8	512	5.8	347	4.0	609	7.0	229	2.6	44	0.5	23	0.3	30	0.3	120	1.4	88	1.0
TARGET COMERCIAL	6021	474	7.9	1866	31.0	657	10.9	485	8.1	367	6.1	393	6.5	94	1.6	25	0.4	12	0.2	23	0.4	107	1.8	51	0.9
ABONADOS TV PAGO	4331	378	8.7	1126	26.0	551	12.7	229	5.3	148	3.4	246	5.7	70	1.6	13	0.3	23	0.5	2	0.1	25	0.6	55	1.3



Fecha	Día	Hora Inicio	Hora Fin	Media Cuota	Media Miles
19/09/2012	Miércoles	22:32:02	23:48:32	13.5%	2475

Comparativo cualitativo por ámbitos (1)

	TTV	1		5		Logo		cuatro		6		forta		2		clan		Disney		BOLG		ANTERO		MARCA	
		am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta
TOTAL NACIONAL 	18350	1801	9.8	5153	28.1	2475	13.5	1012	5.5	820	4.5	1337	7.3	382	2.1	117	0.6	72	0.4	114	0.6	263	1.4	245	1.3
ANDALUCÍA 	3402	258	7.6	1085	31.9	561	16.5	111	3.3	140	4.1	144	4.2	90	2.7	25	0.7	9	0.3	16	0.5	61	1.8	82	2.4
ARAGÓN 	551	72	13.0	172	31.3	47	8.5	40	7.2	19	3.4	32	5.8	12	2.2	0	0.0	2	0.3	0	0.0	14	2.5	2	0.4
ASTURIAS 	427	55	12.9	107	25.1	33	7.8	17	3.9	17	4.0	27	6.4	4	1.0	3	0.6	0	0.1	0	0.1	8	1.9	3	0.7
BALEARES 	407	30	7.4	114	28.1	37	9.1	28	6.9	25	6.1	26	6.5	16	3.9	4	1.0	1	0.3	3	0.8	6	1.5	5	1.3
C. VALENCIANA 	2144	259	12.1	705	32.9	340	15.9	165	7.7	73	3.4	47	2.2	36	1.7	15	0.7	6	0.3	16	0.7	13	0.6	25	1.2
CANARIAS 	770	57	7.4	271	35.2	72	9.3	33	4.2	43	5.5	35	4.5	3	0.4	4	0.6	6	0.8	8	1.0	6	0.7	10	1.3
CANTABRIA 	211	31	14.6	34	16.1	20	9.5	19	9.3	5	2.3	0	0.0	14	6.8	0	0.0	0	0.0	0	0.0	3	1.3	4	1.8
CASTILLA LA MANCHA 	769	80	10.5	214	27.8	166	21.6	27	3.5	41	5.3	31	4.0	9	1.2	4	0.6	4	0.5	2	0.3	15	2.0	9	1.2
CASTILLA LEÓN 	1086	181	16.6	264	24.3	207	19.1	54	4.9	48	4.4	0	0.0	18	1.7	6	0.6	1	0.1	1	0.1	7	0.7	18	1.7
CATALUÑA 	2821	161	5.7	667	23.6	274	9.7	182	6.5	56	2.0	579	20.5	64	2.3	11	0.4	15	0.5	12	0.4	46	1.6	15	0.5
EXTREMADURA 	440	49	11.3	170	38.7	56	12.7	2	0.4	16	3.7	4	1.0	6	1.3	0	0.0	4	1.0	20	4.5	14	3.3	3	0.7
GALICIA 	1040	87	8.4	259	24.9	91	8.7	74	7.1	61	5.9	123	11.9	4	0.4	15	1.5	2	0.1	4	0.3	11	1.1	24	2.3
LA RIOJA 	87	18	20.5	1	0.7	30	34.7	8	8.9	1	1.4	1	1.7	1	0.6	0	0.3	1	0.7	3	3.5	1	1.5	0	0.3
MADRID 	2507	215	8.6	662	26.4	358	14.3	171	6.8	155	6.2	204	8.2	74	3.0	13	0.5	9	0.4	9	0.4	27	1.1	25	1.0
MURCIA 	551	81	14.8	123	22.4	58	10.5	19	3.5	37	6.7	9	1.6	12	2.1	12	2.2	5	0.8	9	1.7	3	0.6	4	0.7
NAVARRA 	247	43	17.5	78	31.5	19	7.9	10	4.2	35	14.2	2	0.6	0	0.0	0	0.0	7	2.8	0	0.0	4	1.7	2	0.8
PAÍS VASCO 	891	124	13.9	225	25.2	105	11.8	53	5.9	50	5.6	72	8.1	18	2.0	4	0.4	0	0.0	12	1.3	22	2.5	12	1.3
RESTO 	984	141	14.3	283	28.7	125	12.7	40	4.0	57	5.8	7	0.7	21	2.1	0	0.0	12	1.2	23	2.3	23	2.3	9	0.9



Fecha	Día	Hora Inicio	Hora Fin	Media Cuota	Media Miles
19/09/2012	Miércoles	22:32:02	23:48:32	13.5%	2475




















Comparativo Cualitativo por targets (2)

	TV		El Trece		MAX		13		24h		F		7		d		E		neox		El Nueve		xpi		3		América		tdp		El Trece		El Trece		PAGO	
	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta		
IND 4 +	18350	409	2.2	113	0.6	221	1.2	139	0.8	133	0.7	122	0.7	178	1.0	171	0.9	530	2.9	171	0.9	104	0.6	449	2.4	170	0.9	238	1.3	37	0.2	91	0.5	990	5.4	
HOMBRES	8614	222	2.6	75	0.9	125	1.5	86	1.0	68	0.8	38	0.4	73	0.8	105	1.2	256	3.0	71	0.8	65	0.8	317	3.7	78	0.9	177	2.1	16	0.2	53	0.6	539	6.3	
MUJERES	9736	187	1.9	37	0.4	96	1.0	53	0.5	64	0.7	85	0.9	105	1.1	65	0.7	274	2.8	100	1.0	39	0.4	132	1.4	92	0.9	60	0.6	21	0.2	38	0.4	451	4.6	
4 – 12	597	0	0.0	4	0.6	0	0.0	3	0.5	5	0.8	2	0.3	3	0.5	13	2.2	26	4.3	2	0.3	3	0.5	8	1.4	2	0.4	5	0.9	1	0.1	3	0.5	34	5.6	
13 – 24	1458	1	0.1	12	0.8	2	0.2	3	0.2	15	1.1	6	0.4	13	0.9	15	1.0	154	10.6	9	0.6	4	0.3	25	1.7	3	0.2	20	1.3	9	0.6	2	0.1	66	4.5	
25 – 44	5794	34	0.6	63	1.1	17	0.3	37	0.6	61	1.0	26	0.4	49	0.8	81	1.4	232	4.0	58	1.0	52	0.9	129	2.2	35	0.6	77	1.3	17	0.3	18	0.3	326	5.6	
45 – 64	6289	117	1.9	27	0.4	134	2.1	52	0.8	46	0.7	21	0.3	84	1.3	47	0.8	97	1.5	74	1.2	24	0.4	178	2.8	53	0.8	86	1.4	8	0.1	31	0.5	334	5.3	
> 65	4212	256	6.1	7	0.2	68	1.6	44	1.0	6	0.1	67	1.6	30	0.7	15	0.4	22	0.5	28	0.7	20	0.5	108	2.6	77	1.8	50	1.2	3	0.1	37	0.9	231	5.5	
A / MA	3937	140	3.6	20	0.5	70	1.8	57	1.5	16	0.4	10	0.3	44	1.1	38	1.0	153	3.9	28	0.7	21	0.5	62	1.6	56	1.4	63	1.6	11	0.3	22	0.5	283	7.2	
MM	8125	159	2.0	57	0.7	89	1.1	44	0.5	74	0.9	46	0.6	77	0.9	67	0.8	249	3.1	76	0.9	44	0.5	176	2.2	77	1.0	109	1.3	6	0.1	32	0.4	430	5.3	
MB / B	6288	110	1.7	35	0.6	62	1.0	38	0.6	43	0.7	67	1.1	58	0.9	65	1.0	128	2.0	67	1.1	40	0.6	211	3.4	36	0.6	66	1.0	19	0.3	37	0.6	277	4.4	
< 10.000	3841	107	2.8	29	0.7	43	1.1	47	1.2	36	0.9	49	1.3	39	1.0	37	1.0	69	1.8	24	0.6	25	0.7	132	3.4	27	0.7	46	1.2	5	0.1	29	0.7	174	4.5	
10 – 200 MIL	8993	177	2.0	55	0.6	71	0.8	41	0.5	73	0.8	48	0.5	102	1.1	84	0.9	260	2.9	107	1.2	54	0.6	238	2.6	80	0.9	144	1.6	18	0.2	30	0.3	412	4.6	
> 200 MIL	5517	125	2.3	29	0.5	107	1.9	50	0.9	24	0.4	25	0.5	37	0.7	50	0.9	202	3.7	40	0.7	24	0.4	79	1.4	63	1.1	49	0.9	14	0.3	32	0.6	404	7.3	
AMAS DE CASA	8748	203	2.3	44	0.5	100	1.1	71	0.8	54	0.6	72	0.8	105	1.2	63	0.7	194	2.2	87	1.0	41	0.5	173	2.0	97	1.1	81	0.9	13	0.2	47	0.5	425	4.9	
TARGET COMERCIAL	6021	34	0.6	53	0.9	42	0.7	33	0.5	53	0.9	19	0.3	67	1.1	53	0.9	315	5.2	60	1.0	29	0.5	78	1.3	45	0.8	83	1.4	13	0.2	14	0.2	356	5.9	
ABONADOS TV PAGO	4331	68	1.6	5	0.1	41	0.9	18	0.4	25	0.6	15	0.3	61	1.4	27	0.6	115	2.6	21	0.5	10	0.2	61	1.4	36	0.8	50	1.1	10	0.2	11	0.3	847	19.5	



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19/09/2012	Miércoles	22:32:02	23:48:32	13.5%	2475

Comparativo cualitativo por ámbitos (2)

	TV		MAX		13N		24h		F.		7.		d.		E.		neox		xpl		3		tdp		RTV PRIVADAS		PAGO								
	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta	am	cta							
TOTAL NACIONAL 	18350	409	2.2	113	0.6	221	1.2	139	0.8	133	0.7	122	0.7	178	1.0	171	0.9	530	2.9	171	0.9	104	0.6	449	2.4	170	0.9	238	1.3	37	0.2	91	0.5	990	5.4
ANDALUCÍA 	3402	74	2.2	22	0.6	52	1.5	20	0.6	19	0.6	15	0.5	58	1.7	44	1.3	75	2.2	23	0.7	26	0.8	100	2.9	6	0.2	56	1.7	4	0.1	0	0.0	171	5.0
ARAGÓN 	551	5	1.0	3	0.6	3	0.6	1	0.2	0	0.1	4	0.7	2	0.4	7	1.3	18	3.2	7	1.3	1	0.2	16	2.8	7	1.3	6	1.1	1	0.2	0	0.0	46	8.3
ASTURIAS 	427	10	2.3	1	0.3	3	0.7	8	1.9	4	0.8	12	2.9	4	0.8	2	0.6	19	4.4	1	0.2	2	0.4	17	4.0	5	1.3	7	1.7	5	1.1	0	0.0	49	11.4
BALEARES 	407	2	0.5	3	0.8	5	1.3	5	1.2	6	1.5	2	0.5	5	1.2	10	2.5	13	3.3	2	0.5	1	0.4	15	3.6	6	1.5	5	1.3	0	0.1	0	0.0	27	6.5
C. VALENCIANA 	2144	68	3.2	15	0.7	24	1.1	11	0.5	17	0.8	13	0.6	23	1.1	16	0.7	42	2.0	15	0.7	11	0.5	39	1.8	13	0.6	36	1.7	6	0.3	0	0.0	71	3.3
CANARIAS 	770	8	1.0	12	1.6	3	0.4	5	0.7	7	0.9	4	0.5	5	0.7	8	1.1	13	1.7	10	1.4	9	1.1	21	2.8	12	1.6	11	1.5	2	0.2	0	0.0	58	7.6
CANTABRIA 	211	11	5.4	0	0.1	5	2.3	0	0.1	6	2.7	6	2.9	2	0.9	9	4.2	3	1.6	8	3.7	0	0.0	11	5.1	0	0.1	0	0.0	0	0.0	0	0.0	13	6.0
CASTILLA LA MANCHA 	769	18	2.4	6	0.7	16	2.0	3	0.4	1	0.1	16	2.1	4	0.5	6	0.7	15	1.9	12	1.6	6	0.8	24	3.1	2	0.3	9	1.2	1	0.1	0	0.0	20	2.6
CASTILLA LEÓN 	1086	39	3.6	6	0.6	9	0.8	15	1.4	19	1.8	8	0.7	6	0.6	6	0.6	27	2.5	14	1.3	4	0.4	19	1.8	17	1.6	19	1.7	0	0.0	0	0.0	36	3.4
CATALUÑA 	2821	26	0.9	30	1.0	22	0.8	21	0.8	21	0.7	17	0.6	13	0.5	20	0.7	82	2.9	11	0.4	13	0.5	64	2.3	43	1.5	21	0.7	4	0.1	0	0.0	217	7.7
EXTREMADURA 	440	3	0.6	0	0.0	7	1.7	2	0.4	0	0.0	1	0.2	8	1.8	8	1.7	20	4.6	5	1.1	4	0.9	23	5.2	7	1.5	3	0.6	1	0.3	0	0.0	2	0.4
GALICIA 	1040	26	2.5	4	0.4	25	2.4	9	0.9	15	1.5	4	0.4	6	0.6	4	0.4	43	4.1	7	0.6	2	0.2	32	3.1	13	1.2	19	1.8	7	0.7	0	0.0	50	4.8
LA RIOJA 	87	0	0.4	0	0.0	0	0.1	1	0.9	1	0.9	0	0.0	2	1.9	2	2.2	5	6.3	0	0.1	1	1.0	0	0.5	3	3.7	3	3.5	0	0.0	0	0.0	3	3.0
MADRID 	2507	88	3.5	6	0.2	32	1.3	25	1.0	12	0.5	5	0.2	12	0.5	16	0.6	106	4.2	41	1.6	10	0.4	34	1.3	20	0.8	19	0.8	2	0.1	0	0.0	102	4.1
MURCIA 	551	13	2.3	4	0.6	3	0.5	8	1.5	2	0.3	10	1.8	9	1.7	2	0.4	38	6.9	8	1.5	1	0.1	17	3.0	7	1.3	7	1.2	0	0.1	0	0.0	47	8.5
NAVARRA 	247	2	0.9	0	0.0	4	1.6	1	0.6	1	0.5	1	0.5	8	3.2	0	0.0	0	0.0	0	0.0	9	3.6	0	0.0	0	0.0	5	1.9	0	0.1	0	0.0	13	5.4
PAÍS VASCO 	891	15	1.6	1	0.2	10	1.1	2	0.2	2	0.2	4	0.4	12	1.3	10	1.2	11	1.2	7	0.8	3	0.3	17	2.0	7	0.8	12	1.3	4	0.4	0	0.0	66	7.4
RESTO 	984	17	1.7	0	0.0	16	1.6	4	0.4	8	0.8	8	0.8	19	2.0	19	1.9	29	3.0	13	1.3	14	1.4	34	3.5	10	1.0	10	1.1	1	0.1	0	0.0	30	3.1



Fecha	Día	Hora Inicio	Hora Fin	Media Cuota	Media Miles
19/09/2012	Miércoles	22:32:02	23:48:32	13.5%	2475

Comparativo perfil TTV vs cadena

	IND 4 +	HOMBRES	MUJERES	4 - 12	13 - 24	25 - 44	45 - 64	> 65
Perfil TTV	100.0	46.9	53.1	3.3	7.9	31.6	34.3	23.0
Perfil A3	100.0	37.4	62.6	3.5	5.9	25.7	39.0	25.9
Diferencia	0	-9.5	9.5	0.2	-2	-5.9	4.7	2.9
Cuota A3	13.6	10.8	16.0	15.0	10.1	11.0	15.4	15.4

	A / MA	MM	MB / B	< 10.000	10 - 200 MIL	> 200 MIL	AMAS DE CASA	TARGET COMERCIAL	ABONADOS TV PAGO
Perfil TTV	21.5	44.3	34.3	20.9	49.0	30.1	47.7	32.8	23.6
Perfil A3	14.9	44.9	40.1	21.3	49.5	29.2	52.3	26.6	22.3
Diferencia	-6.6	0.6	5.8	0.4	0.5	-0.9	4.6	-6.2	-1.3
Cuota A3	9.5	13.8	15.9	13.9	13.7	13.2	14.9	10.9	12.8