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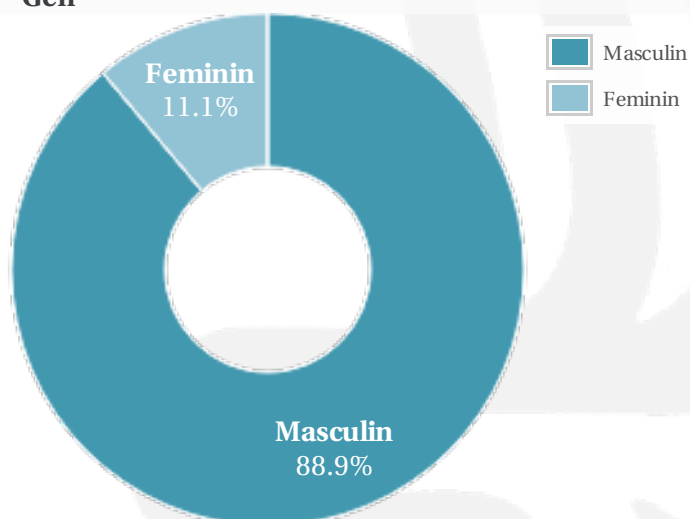
Profil general

Gen

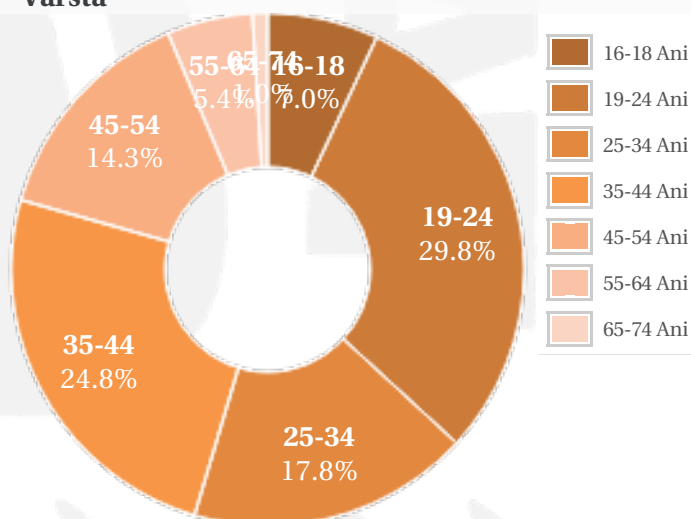
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Categorii sociale ESOMAR

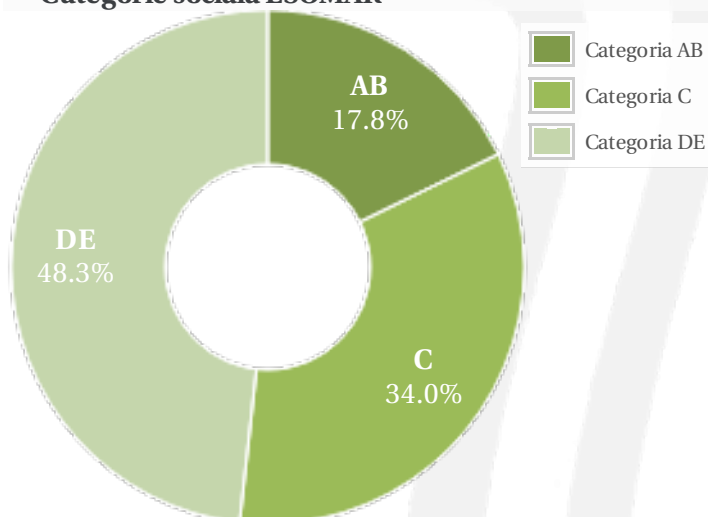
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Categorii sociale ESOMAR



Profil audienta: 1-31 Octombrie 2021

| Grup | Grup tinta | Vizitatori pe Luna (VpL) | | Index afinitate |
|-----------------------------|--------------|--------------------------|---------------|-----------------|
| | | Mii persoane | Structura (%) | |
| Total | Total | 315 | 100 | 100 |
| Gen | Masculin | 280 | 89 | 178 |
| | Feminin | 35 | 11 | 21 |
| Varsta | 16-18 Ani | 22 | 7 | 147 |
| | 19-24 Ani | 94 | 29.9 | 216 |
| | 25-34 Ani | 56 | 17.7 | 72 |
| | 35-44 Ani | 78 | 24.7 | 96 |
| | 45-54 Ani | 45 | 14.3 | 83 |
| | 55-64 Ani | 17 | 5.4 | 47 |
| | 65-74 Ani | 3 | 1 | 26 |
| Categorii sociale ESOMAR | Categoria AB | 56 | 17.9 | 64 |
| | Categoria C | 107 | 33.8 | 93 |
| | Categoria DE | 152 | 48.3 | 132 |