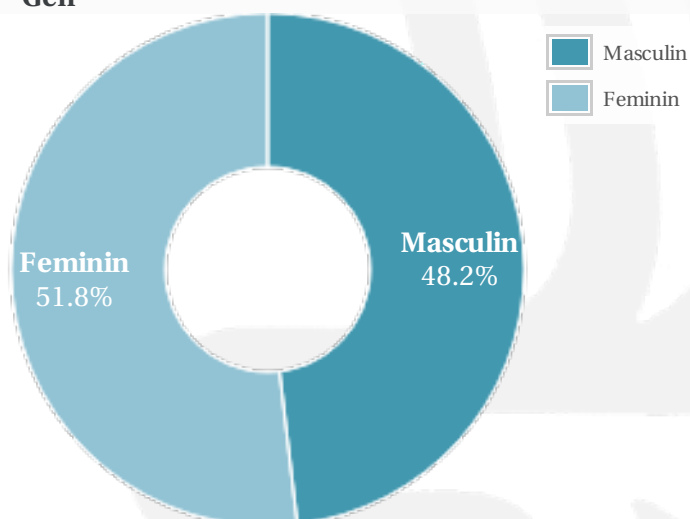


Faptele asa cum sunt

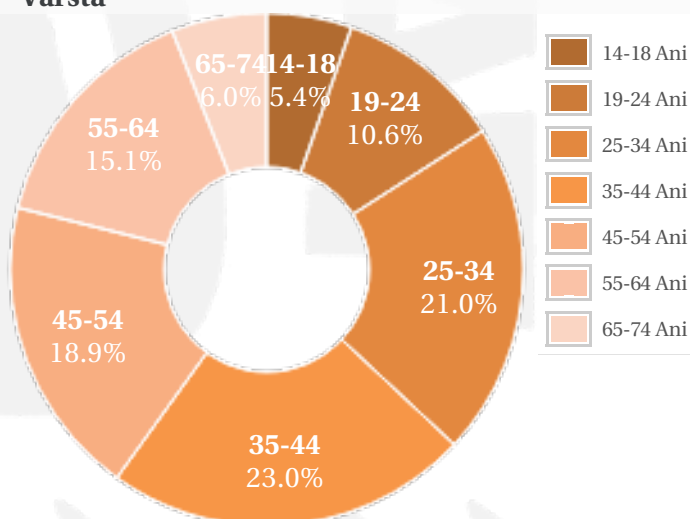
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Profil general Gen Varsta Categorie sociala ESOMAR

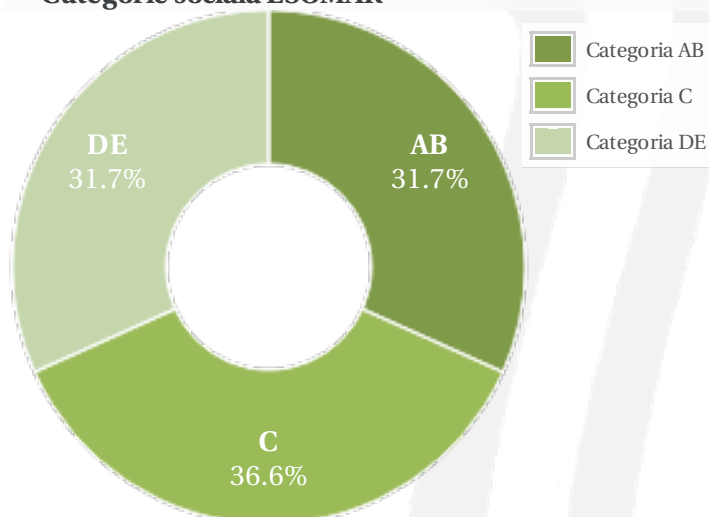
Gen



Varsta



Categorie sociala ESOMAR



Profil audienta: 1-31 Ianuarie 2021

| Grup | Grup tinta | Vizitatori pe Luna (VpL) | | Index afinitate |
|-----------------------------|--------------|--------------------------|---------------|-----------------|
| | | Mii persoane | Structura (%) | |
| Total | Total | 2016 | 100 | 100 |
| Gen | Masculin | 971 | 48.2 | 96 |
| | Feminin | 1045 | 51.8 | 103 |
| Varsta | 14-18 Ani | 108 | 5.4 | 113 |
| | 19-24 Ani | 213 | 10.6 | 77 |
| | 25-34 Ani | 424 | 21 | 86 |
| | 35-44 Ani | 463 | 23 | 90 |
| | 45-54 Ani | 382 | 19 | 112 |
| | 55-64 Ani | 305 | 15.1 | 135 |
| | 65-74 Ani | 121 | 6 | 161 |
| Categorii sociale ESOMAR | Categoria AB | 639 | 31.7 | 114 |
| | Categoria C | 738 | 36.6 | 101 |
| | Categoria DE | 639 | 31.7 | 87 |