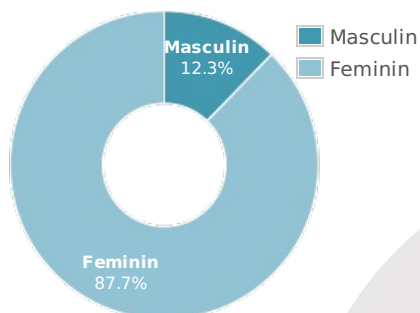


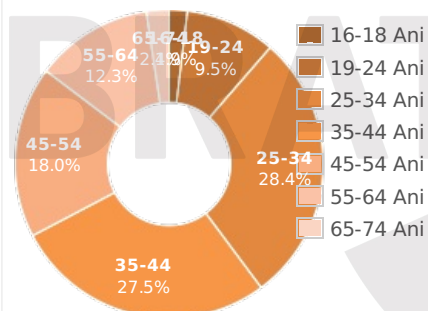
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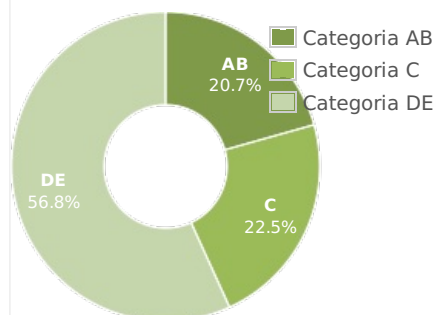
Gen



Varsta



Categorie sociala ESOMAR



SATI

STUDIUL DE AUDIENTA SI TRAFIC INTERNET

Profil audienta: 1-31 August 2022

| Grup | Grup tinta | Vizitatori pe Luna (VpL) | | Index afinitate |
|--------------------------|--------------|--------------------------|---------------|-----------------|
| | | Mii persoane | Structura (%) | |
| Total | Total | 212 | 100 | 100 |
| Gen | Masculin | 26 | 12.3 | 25 |
| | Feminin | 186 | 87.7 | 169 |
| Varsta | 16-18 Ani | 4 | 2 | 49 |
| | 19-24 Ani | 20 | 9.5 | 83 |
| | 25-34 Ani | 60 | 28.2 | 139 |
| | 35-44 Ani | 58 | 27.4 | 119 |
| | 45-54 Ani | 38 | 18.1 | 81 |
| | 55-64 Ani | 26 | 12.4 | 103 |
| | 65-74 Ani | 5 | 2.3 | 32 |
| Categorie sociala ESOMAR | Categoria AB | 44 | 20.5 | 78 |
| | Categoria C | 48 | 22.4 | 82 |
| | Categoria DE | 121 | 57.1 | 121 |

