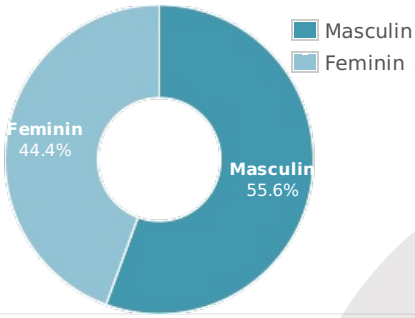
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categorie: Stiri si analize

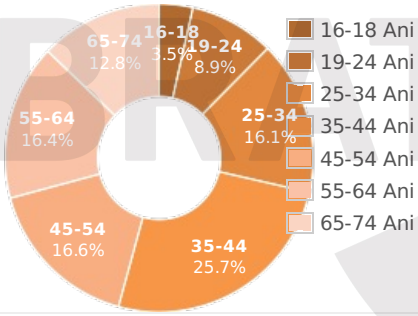
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Departament Publicitate:	**Mihaela Stanculescu**

- Profil general
- Gen
- Varsta
- Categorie sociala ESOMAR

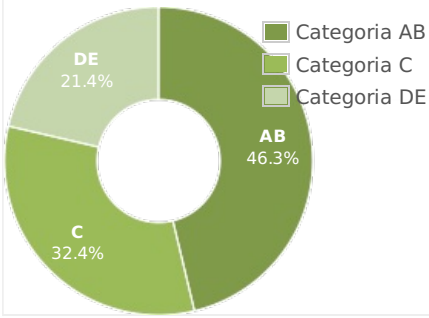
Gen



Varsta



Categorie sociala ESOMAR



SATI
STUDIUL DE AUDIENTA
SI TRAFIC INTERNET
BRAT

Profil audienta: 1-31 Ianuarie 2020

Grup	Grup tinta	Vizitatori pe Luna (VpL)		Index afinitate
		Mii persoane	Structura (%)	
Total	Total	482	100	100
Gen	Masculin	268	55.7	111
	Feminin	214	44.3	88
Varsta	16-18 Ani	17	3.6	77
	19-24 Ani	43	8.8	60
	25-34 Ani	78	16.2	67
	35-44 Ani	124	25.6	101
	45-54 Ani	80	16.7	101
	55-64 Ani	79	16.3	150
	65-74 Ani	62	12.8	312
Categorie sociala ESOMAR	Categoria AB	223	46.2	142
	Categoria C	156	32.3	90
	Categoria DE	103	21.5	67

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