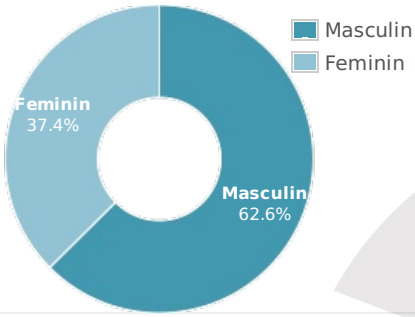
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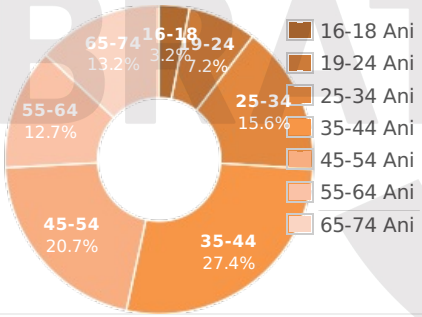
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- Gen
- Varsta
- Categorie sociala ESOMAR

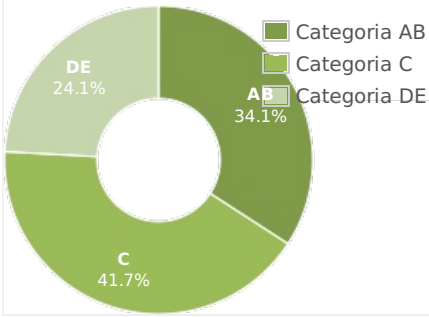
Gen



Varsta



Categorie sociala ESOMAR



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STUDIUL DE AUDIENTA
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BRAT

Profil audienta: 1-31 Ianuarie 2020

Grup	Grup tinta	Vizitatori pe Luna (VpL)		Index afinitate
		Mii persoane	Structura (%)	
Total	Total	819	100	100
Gen	Masculin	513	62.6	124
	Feminin	307	37.4	75
Varsta	16-18 Ani	26	3.2	68
	19-24 Ani	59	7.2	49
	25-34 Ani	128	15.6	65
	35-44 Ani	225	27.4	108
	45-54 Ani	170	20.7	125
	55-64 Ani	104	12.7	117
	65-74 Ani	108	13.2	322
Categorie sociala ESOMAR	Categoria AB	280	34.2	105
	Categoria C	342	41.7	116
	Categoria DE	198	24.1	75

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