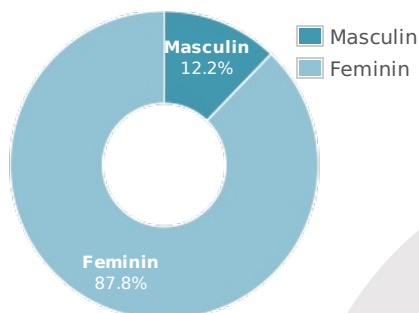


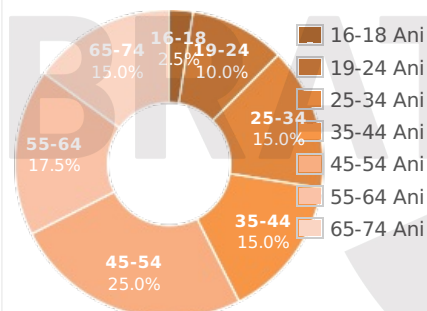
Editor: **Antena TV Group SA**
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Regie Publicitate: **Intact Media**
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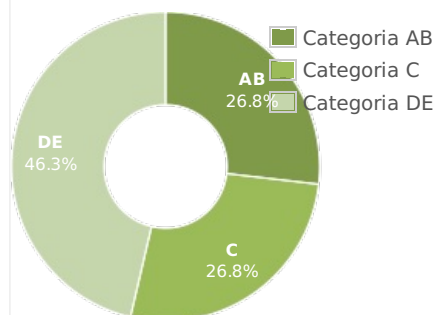
Gen



Varsta



Categorie sociala ESOMAR



SATI

STUDIUL DE AUDIENTA SI TRAFIC INTERNET

Profil audienta: 1-30 Aprilie 2022

| Grup | Grup tinta | Vizitatori pe Luna (VpL) | | Index afinitate |
|--------------------------|--------------|--------------------------|---------------|-----------------|
| | | Mii persoane | Structura (%) | |
| Total | Total | 41 | 100 | 100 |
| Gen | Masculin | 5 | 12.5 | 25 |
| | Feminin | 36 | 87.5 | 171 |
| Varsta | 16-18 Ani | 1 | 2.4 | 49 |
| | 19-24 Ani | 4 | 8.7 | 80 |
| | 25-34 Ani | 6 | 15.5 | 76 |
| | 35-44 Ani | 6 | 15.3 | 64 |
| | 45-54 Ani | 10 | 24.3 | 111 |
| | 55-64 Ani | 7 | 17.8 | 152 |
| | 65-74 Ani | 6 | 15.8 | 248 |
| Categorie sociala ESOMAR | Categoria AB | 11 | 26.1 | 113 |
| | Categoria C | 11 | 28.1 | 97 |
| | Categoria DE | 19 | 45.8 | 95 |

