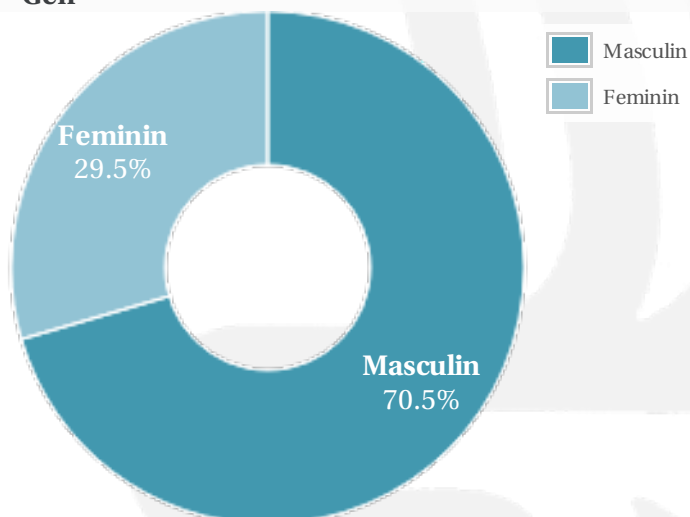


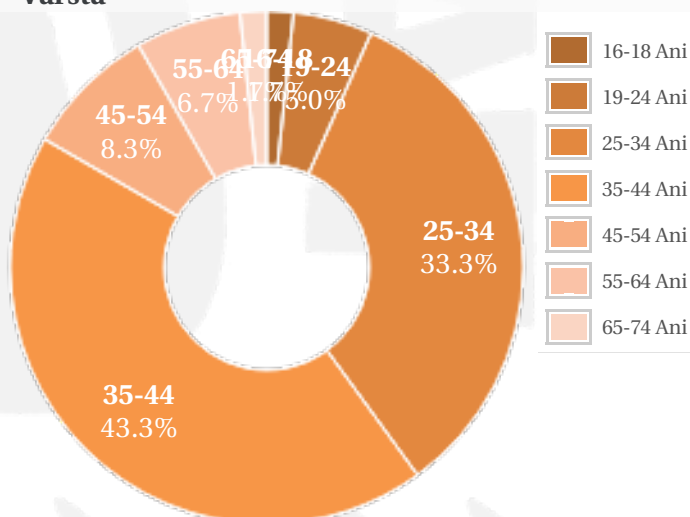
|                          |  |
|--------------------------|--|
| Editor:                  | <b>Pro TV</b>  |
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| Departament Publicitate: | <b>Andrei Bereanda</b>                                     |

## Profil general Gen Varsta Categorie sociala ESOMAR

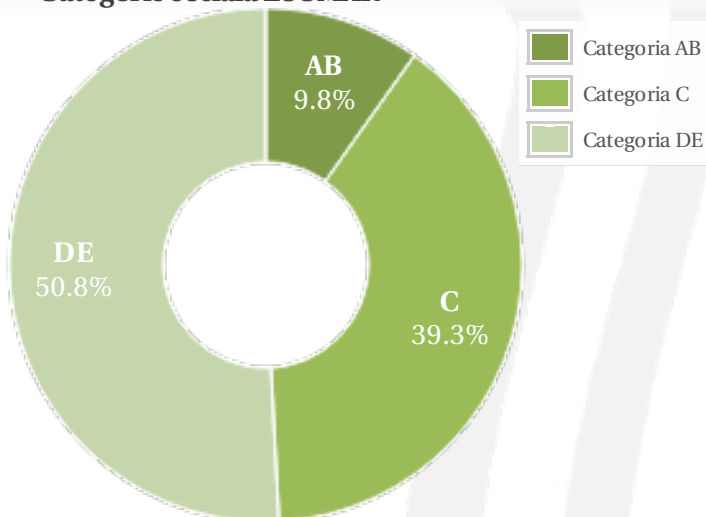
### Gen



### Varsta



### Categorie sociala ESOMAR



## Profil audienta: 1-31 August 2021

| Grup                        | Grup tinta   | Vizitatori pe Luna (VpL) |               | Index afinitate |
|-----------------------------|--------------|--------------------------|---------------|-----------------|
|                             |              | Mii persoane             | Structura (%) |                 |
| Total                       | Total        | 61                       | 100           | 100             |
| Gen                         | Masculin     | 43                       | 70.3          | 140             |
|                             | Feminin      | 18                       | 29.7          | 59              |
| Varsta                      | 16-18 Ani    | 1                        | 2.1           | 44              |
|                             | 19-24 Ani    | 3                        | 5.6           | 40              |
|                             | 25-34 Ani    | 20                       | 32.4          | 132             |
|                             | 35-44 Ani    | 26                       | 42.8          | 168             |
|                             | 45-54 Ani    | 5                        | 8.8           | 51              |
|                             | 55-64 Ani    | 4                        | 6.4           | 57              |
|                             | 65-74 Ani    | 1                        | 2             | 52              |
| Categorii sociale<br>ESOMAR | Categoria AB | 6                        | 9.8           | 35              |
|                             | Categoria C  | 24                       | 39            | 108             |
|                             | Categoria DE | 31                       | 51.1          | 141             |