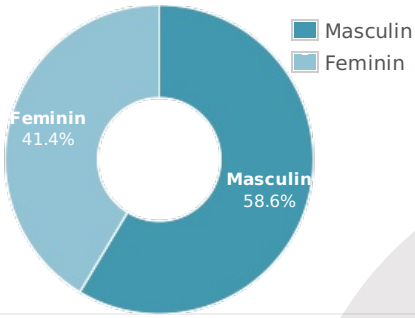
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categorie: Stiri si analize

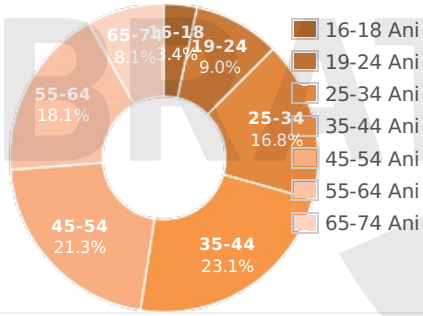
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Departament Publicitate:	**Mihaela Stanculescu**

- Profil general
- Gen
- Varsta
- Categorie sociala ESOMAR

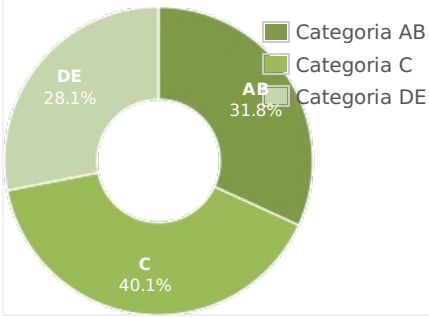
Gen



Varsta



Categorie sociala ESOMAR



SATI
STUDIUL DE AUDIENTA
SI TRAFIC INTERNET
BRAT

Profil audienta: 1-31 Mai 2021

Grup	Grup tinta	Vizitatori pe Luna (VpL)		Index afinitate
		Mii persoane	Structura (%)	
Total	Total	872	100	100
Gen	Masculin	511	58.6	117
	Feminin	361	41.4	82
Varsta	16-18 Ani	30	3.5	73
	19-24 Ani	79	9.1	66
	25-34 Ani	147	16.8	68
	35-44 Ani	202	23.2	91
	45-54 Ani	186	21.3	125
	55-64 Ani	158	18.1	162
	65-74 Ani	71	8.1	219
Categorie sociala ESOMAR	Categoria AB	278	31.8	114
	Categoria C	350	40.2	111
	Categoria DE	245	28	77

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