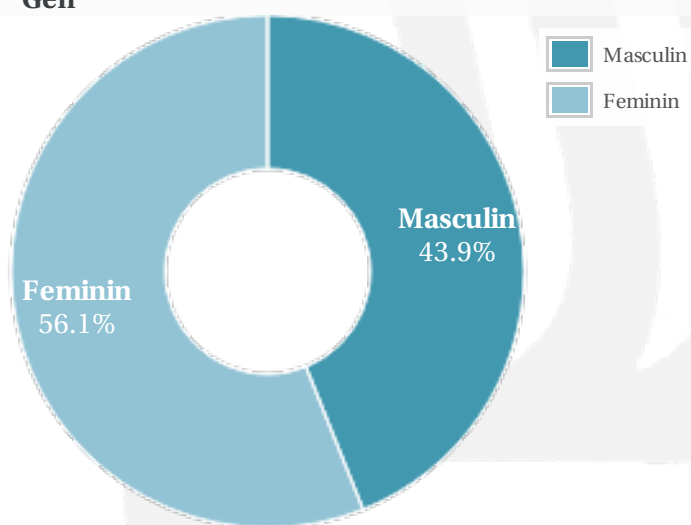


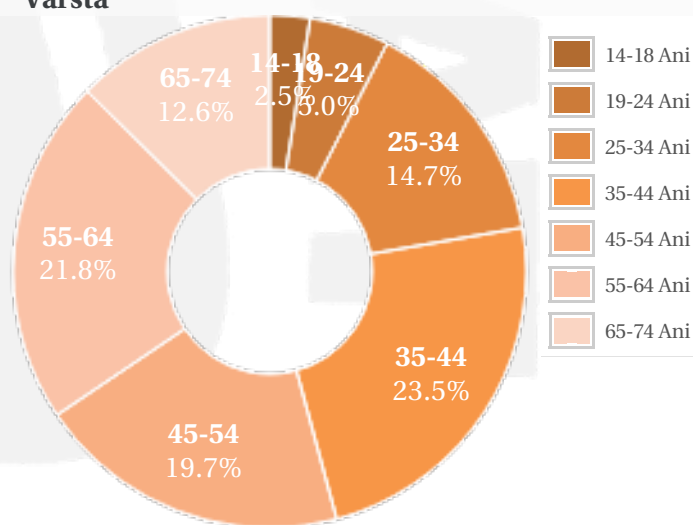
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Profil general Gen Varsta Categorie sociala ESOMAR

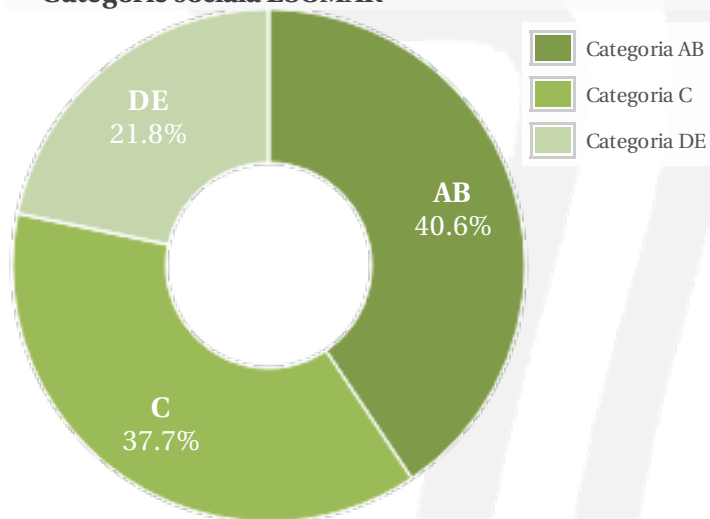
Gen



Varsta



Categorie sociala ESOMAR



Profil audienta: 1-31 Ianuarie 2021

Grup	Grup tinta	Vizitatori pe Luna (VpL)		Index afinitate
		Mii persoane	Structura (%)	
Total	Total	239	100	100
Gen	Masculin	105	44.1	88
	Feminin	134	55.9	111
Varsta	14-18 Ani	6	2.5	53
	19-24 Ani	12	4.9	35
	25-34 Ani	35	14.8	60
	35-44 Ani	56	23.6	93
	45-54 Ani	47	19.8	117
	55-64 Ani	52	21.8	195
	65-74 Ani	30	12.5	336
Categorii sociale ESOMAR	Categoria AB	97	40.5	146
	Categoria C	90	37.9	104
	Categoria DE	52	21.6	59