

# Digital Signage TV Analytics - Audience Profile

Network: Info-Sanatate

Target audience: Total (16 + y.o., National)

Profile variables	Categories	Audience Profiles	Target Affinity
Sex	Male	32.6%	95,7
	Female	67.4%	102,2
Age groups	16-24 y.o.	19.1%	105
	25-34 y.o.	23.5%	93,3
	35-44 y.o.	17.2%	89,5
	45-54 y.o.	14.0%	100,9
	55-64 y.o.	15.4%	111,3
	64+ y.o.	10.8%	111,4
Education	Low ed.	33.2%	105,4
	Medium ed.	38.2%	97
	High ed.	28.0%	98,4
	DK/DA	0.6%	90,8
Occupation level	Entrepreneurs / Owners / Managers / Self Employed	8.4%	82,2
	Employees with high education	11.5%	96,5
	Employees with medium education	12.7%	97,4
	Workers	12.9%	84,8
	Students	11.5%	112,8
	Not working (unemployed, temporary not working, retired)	40.5%	109,4
	DK/DA	2.6%	103,1
Personal Income (monthly)	Less than 500 Ron	20.7%	117,1
	501 - 700 Ron	9.1%	99,6
	701 - 900 Ron	12.7%	105,3
	901 - 1200 Ron	10.3%	92,5
	1201 - 1500 Ron	8.3%	92,1
	1501 - 2000 Ron	7.0%	82,9
	2001 - 2500 Ron	5.5%	111,1
	2501 - 3000 Ron	2.0%	86
	3001 - 3500 Ron	1.0%	99,3
	3501 - 4000 Ron	0.5%	58,4
	4001 - 4500 Ron	0.5%	84,6
	4501 - 5000 Ron	0.2%	67,5
	Over 5000 Ron	1.0%	81,3
	DK/DA	21.3%	99,8
	Household Income (monthly)	Less than 500 Ron	4.2%
501 - 700 Ron		4.7%	108
701 - 900 Ron		5.2%	108,1
901 - 1200 Ron		6.5%	93,2
1201 - 1500 Ron		8.6%	106,3
1501 - 2000 Ron		9.8%	92,9
2001 - 2500 Ron		9.2%	98,8
2501 - 3000 Ron		8.7%	107,2
3001 - 3500 Ron		4.3%	89,9
3501 - 4000 Ron		3.3%	88,5
4001 - 4500 Ron		2.4%	93
4501 - 5000 Ron		1.0%	60,5
Over 5000 Ron		3.5%	95,4
DK/DA		28.6%	104,1
Residence		Urban	69.4%
	Rural	30.6%	108,2
Regions	Moldova	28.9%	111,1
	Oltenia, Muntenia, Dobrogea	30.3%	93,5
	Transilvania, Banat	20.3%	85,8
	Bucharest / Ilfov	20.5%	114,5
Locality size	Small (<50 k)	12.1%	73,3
	Medium (50-199 k)	20.3%	111,4
	Large (> 200 k)	17.6%	88,6
	Bucharest	19.3%	113,4
	Rural	30.6%	108,2
	DK/DA	0.7%	149
Marital status	Married	64.1%	99
	Unmarried	26.9%	103,9
	Widow, divorced	8.3%	93,5
	DK/DA	0.7%	149
Social Grade	A	24.7%	103,8
	B	8.7%	94,3
	C1	10.7%	93,6
	C2	23.5%	95,7
	D	10.9%	101,4
	E1	7.6%	92,3
	E2	2.3%	102,4
	E3	3.6%	101,7
	DK/DA	8.0%	128,3

Profile variables	Categories	Audience Profiles	Target Affinity
Social Grade (aggregate)	A-B	33.4%	101,2
	C	34.2%	95
	D	10.9%	101,4
	E	13.5%	96,3
	DK/DA	8.0%	128,3
Smartphone users	Yes	43.3%	96,9
	No	56.3%	102,4
	DK/DA	0.4%	133,9
Tablet users	Yes	28.5%	102,6
	No	71.4%	99,2
	DK/DA	0.1%	56,3
TV consumption frequency	More than once a day	66.9%	100,8
	Once a day	17.4%	85,9
	4-5 times a week	4.5%	123,4
	2-3 times a week	3.0%	107,8
	Once a week	2.1%	96,7
	2-3 times a month	0.5%	102,6
	Once a month or less	1.0%	115,6
	Not at all	4.5%	134,9
	DK/DA	0.1%	93,7
Internet frequency	More than once a day	51.0%	98,9
	Once a day	9.8%	104,4
	4-5 times a week	2.6%	74,8
	2-3 times a week	2.5%	88,8
	Once a week	2.5%	112,5
	2-3 times a month	0.6%	58,1
	Once a month or less	2.8%	108,2
	Not at all	28.0%	105
	DK/DA	0.2%	64,5

#### AUDIENCE RESEARCH

Research Provider: GBD Research

Supervised by the Technical Committee of the Romanian Association for Audience Measurement

Sample size: 3011 valid interviews (+/- 1.79 % margin error, 95% confidence level)

Sampling Locations: 41 medical clinics and hospitals included in the sample (both traffic measurement and exit interviewing), 2015