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Demographische Zahlen

Schweiz – Deutschland – Österreich

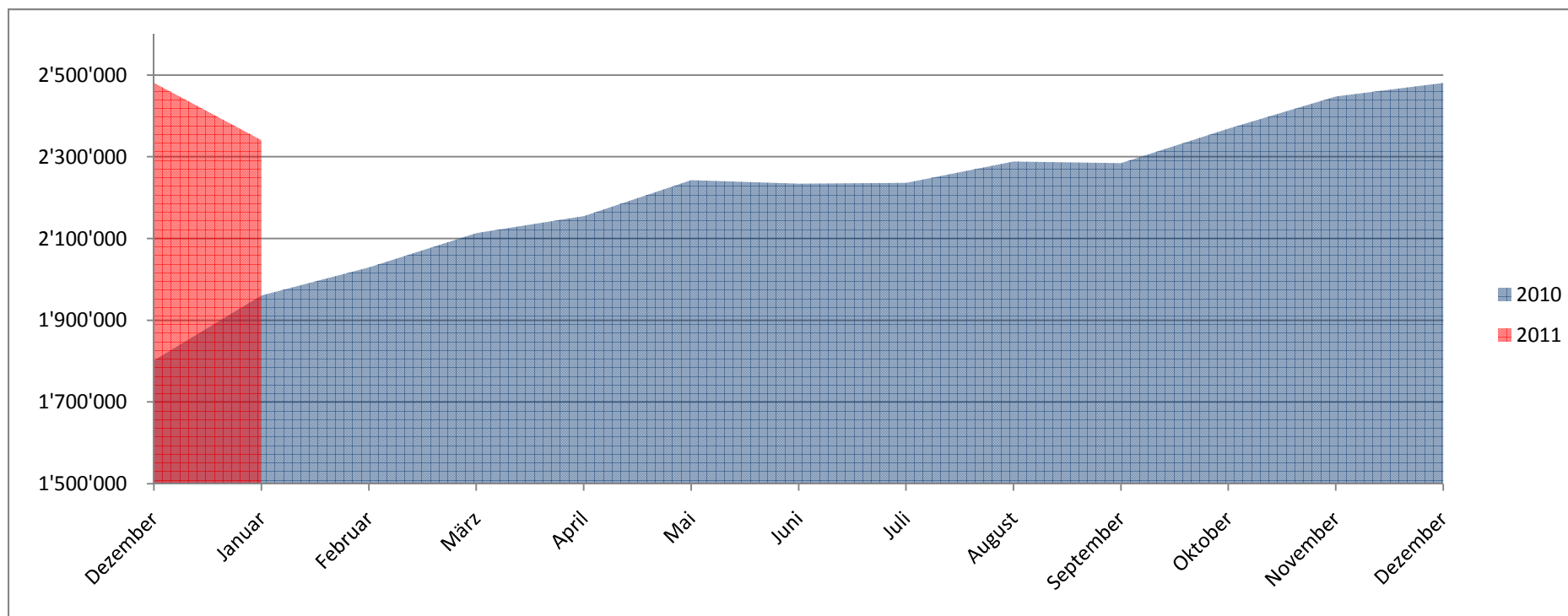
per 31.01.2011

Als Quelle für die Zahlen diente Facebook AdPlanner. Die Zahlen wurden jeweils pro Land in den Altersgruppen insgesamt und für die Männer in der Altersgruppe ermittelt, der Frauenanteil wurde aus der Differenz errechnet. Geringfügige Abweichungen im Gesamttotal zum Ländertotal sind möglich.

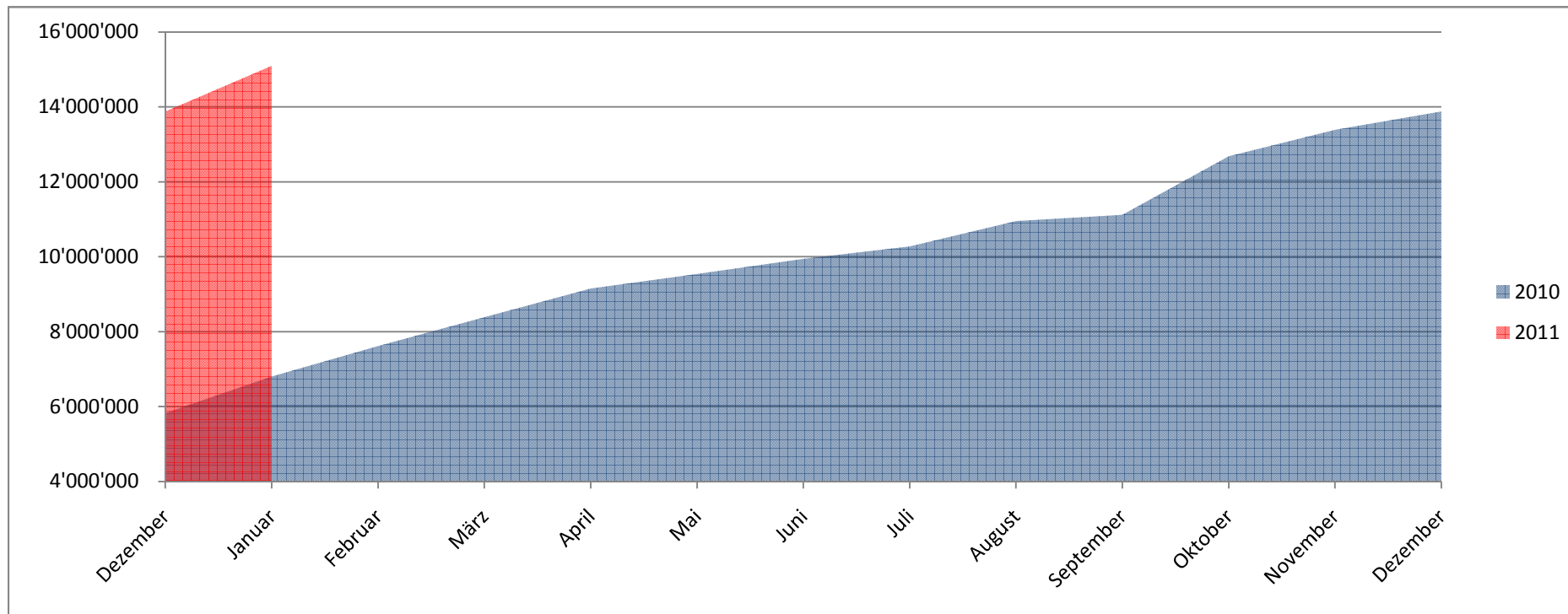
Hutter Consult GmbH
Social Media / Facebook Marketing
Weidlistrasse 10 / Postfach 52
CH 8356 Ettenhausen

Skype [th.hutter](https://www.skype.com/user/th.hutter)
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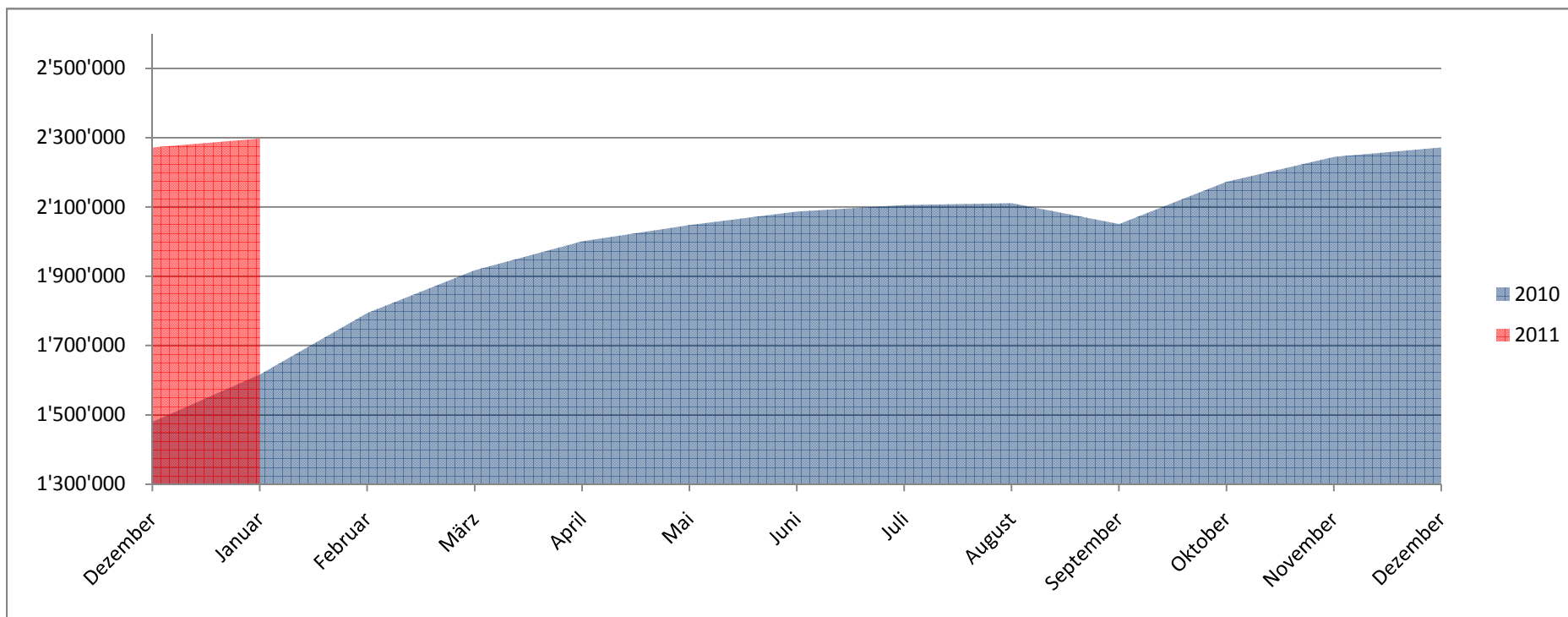
Schweiz												
Alter	Total					Zuwachs seit		Alter %	Männer		Frauen	
	01.01.2010	31.03.2010	30.06.2010	30.09.2010	31.12.2010	31.01.2011	31.12.2010		31.01.2011	%	31.01.2011	Frauen %
13-17	266'580	315'940	338'460	352'060	376'800	377'400	0.16%	16.12%	187'200	49.60%	190'200	50.40%
18-25	564'720	628'120	657'600	669'040	705'200	673'080	-4.55%	28.75%	338'080	50.23%	335'000	49.77%
26-34	469'900	548'500	577'620	576'680	623'400	566'520	-9.12%	24.20%	286'920	50.65%	279'600	49.35%
35-44	287'420	347'640	369'520	372'900	414'380	381'680	-7.89%	16.30%	196'440	51.47%	185'240	48.53%
45-54	139'380	178'940	187'780	191'680	223'600	210'260	-5.97%	8.98%	107'140	50.96%	103'120	49.04%
55-63	49'180	62'840	66'480	81'260	84'240	79'420	-5.72%	3.39%	40'880	51.47%	38'540	48.53%
64- x	24'980	31'580	36'740	41'160	53'720	52'780	-1.75%	2.25%	31'560	59.80%	21'220	40.20%
Total	1'802'160	2'113'560	2'234'200	2'284'780	2'481'340	2'341'140	-5.65%		1'188'220	50.75%	1'152'920	49.25%
Zuwachs seit 01.01.2011						-140'200	-5.65%		Penetration		30.79%	



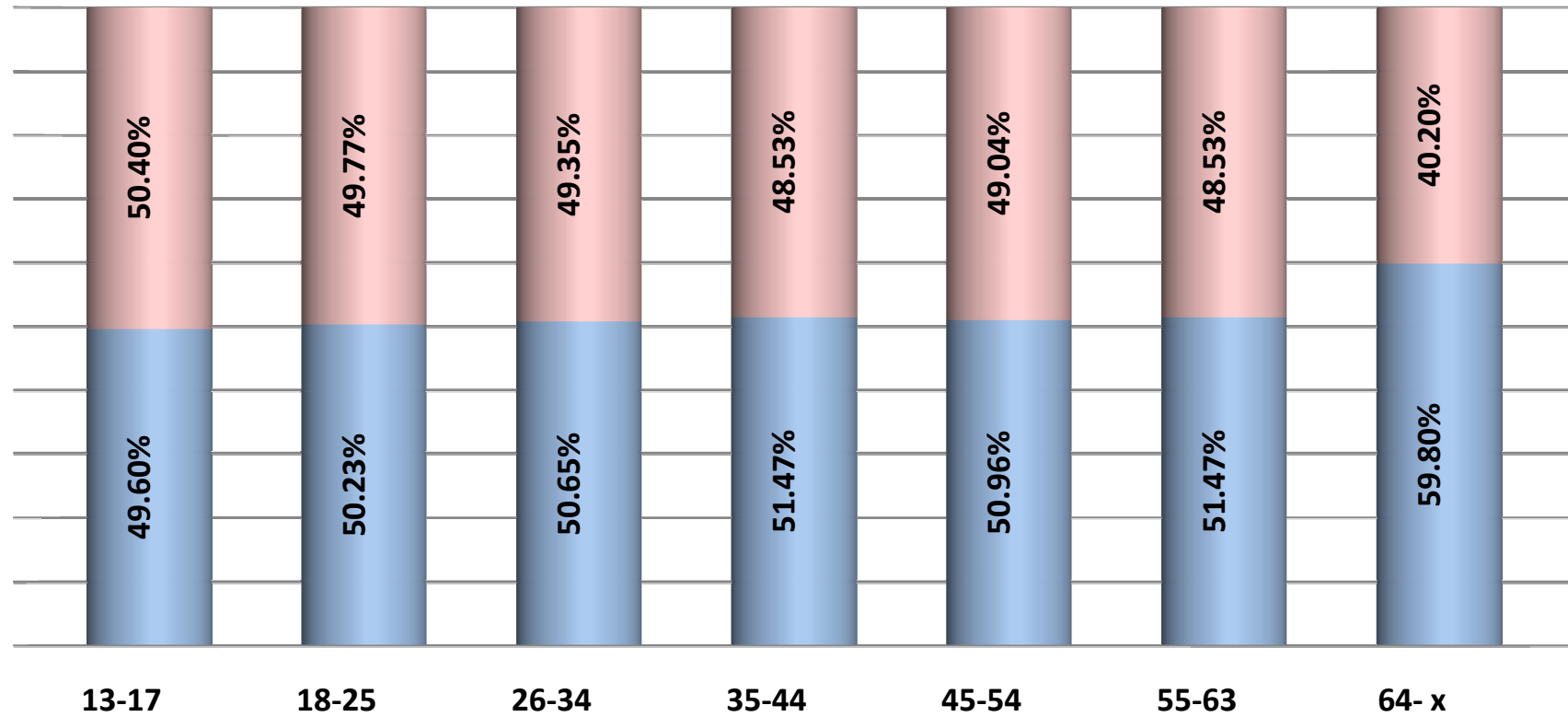
Deutschland												
	Total						Zuwachs		Männer		Frauen	
Alter	01.01.10	31.03.10	30.06.2010	30.09.2010	31.12.2010	31.01.2011	seit	Alter %	31.01.2011	%	31.01.2011	Frauen %
13-17	850'280	1'287'380	1'514'980	1'735'620	2'219'440	2'606'300	17.43%	17.26%	1'240'640	47.60%	1'365'660	52.40%
18-25	1'925'780	2'737'860	3'290'900	3'661'420	4'420'100	4'876'000	10.31%	32.30%	2'455'200	50.35%	2'420'800	49.65%
26-34	1'687'320	2'246'340	2'637'020	2'852'820	3'502'280	3'541'740	1.13%	23.46%	1'783'300	50.35%	1'758'440	49.65%
35-44	859'660	1'292'020	1'489'400	1'660'080	2'078'840	2'207'140	6.17%	14.62%	1'197'720	54.27%	1'009'420	45.73%
45-54	342'840	561'060	684'440	801'380	1'082'300	1'214'380	12.20%	8.04%	645'260	53.13%	569'120	46.87%
55-63	106'420	172'860	207'020	248'480	350'440	389'320	11.09%	2.58%	218'820	56.21%	170'500	43.79%
64- x	57'160	90'480	124'620	159'360	229'100	261'540	14.16%	1.73%	164'700	62.97%	96'840	37.03%
Total	5'829'460	8'388'000	9'948'380	11'119'160	13'882'500	15'096'420	8.74%		7'705'640	51.04%	7'390'780	48.96%
Zuwachs seit 01.01.2011						1'213'920	8.74%		Penetration		18.34%	



Österreich												
	Total						Zuwachs seit		Männer		Frauen	
Alter	01.01.10	31.03.10	30.06.2010	30.09.2010	31.12.2010	31.01.2011	31.12.2010	Alter %	31.01.2011	%	31.01.2011	Frauen %
13-17	285'240	375'880	409'960	398'100	436'260	447'660	2.61%	19.48%	218'060	48.71%	229'600	51.29%
18-25	507'680	631'820	670'660	645'640	710'520	709'960	-0.08%	30.90%	350'180	49.32%	359'780	50.68%
26-34	380'040	465'140	506'880	498'880	534'880	534'880	0.00%	23.28%	266'620	49.85%	268'260	50.15%
35-44	193'040	269'100	296'940	294'660	334'520	334'440	-0.02%	14.55%	175'540	52.49%	158'900	47.51%
45-54	79'860	120'360	135'460	142'040	165'180	173'540	5.06%	7.55%	89'040	51.31%	84'500	48.69%
55-63	22'800	36'680	43'080	44'300	55'000	57'500	4.55%	2.50%	30'480	53.01%	27'020	46.99%
64- x	12'100	18'340	24'220	27'660	35'720	39'880	11.65%	1.74%	24'520	61.48%	15'360	38.52%
Total	1'480'760	1'917'320	2'087'200	2'051'280	2'272'080	2'297'860	1.13%		1'154'440	50.24%	1'143'420	49.76%
Zuwachs seit 01.01.2011						25'780	1.13%		Penetration		27.99%	

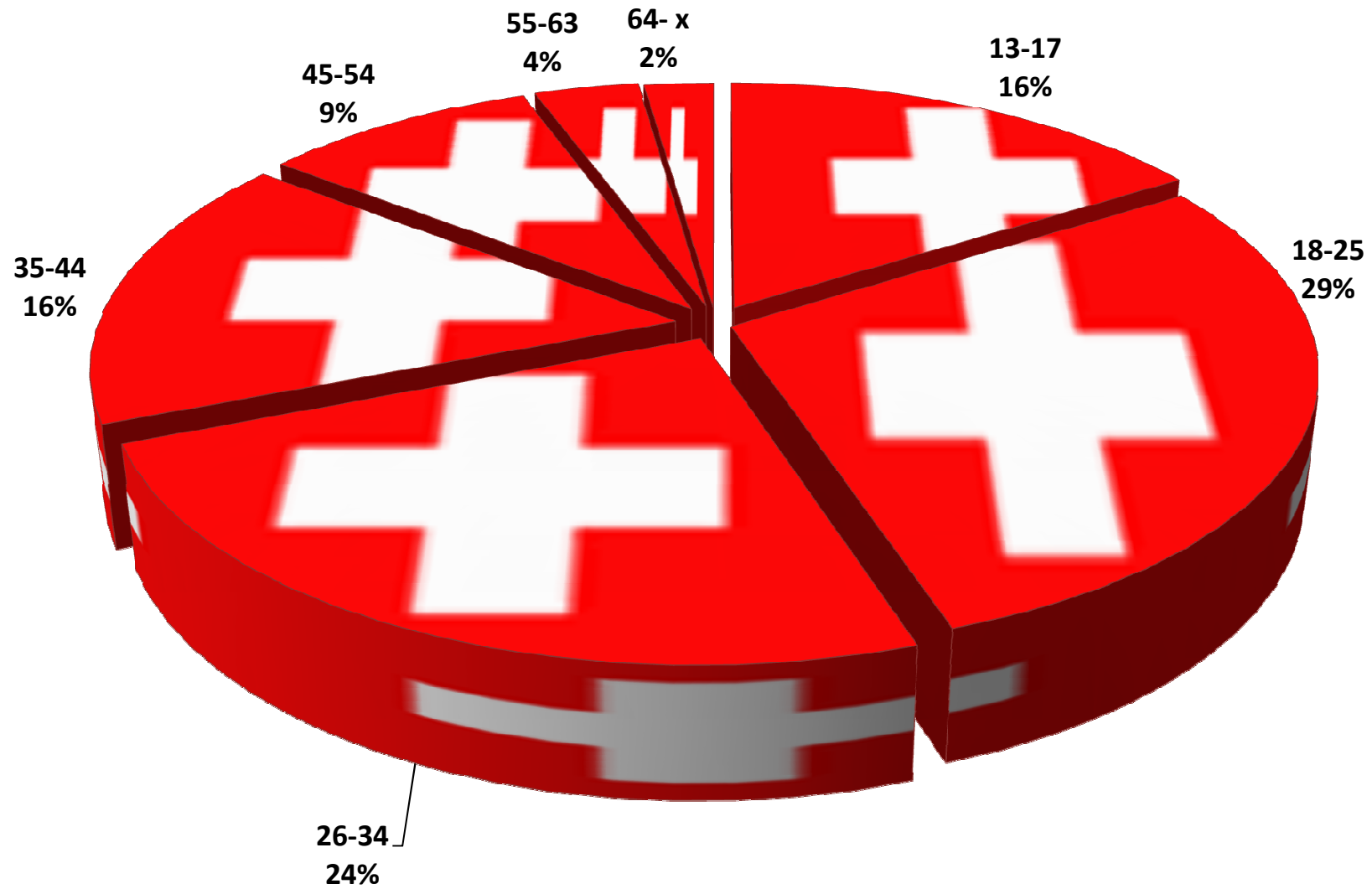


Geschlechtmix Schweiz

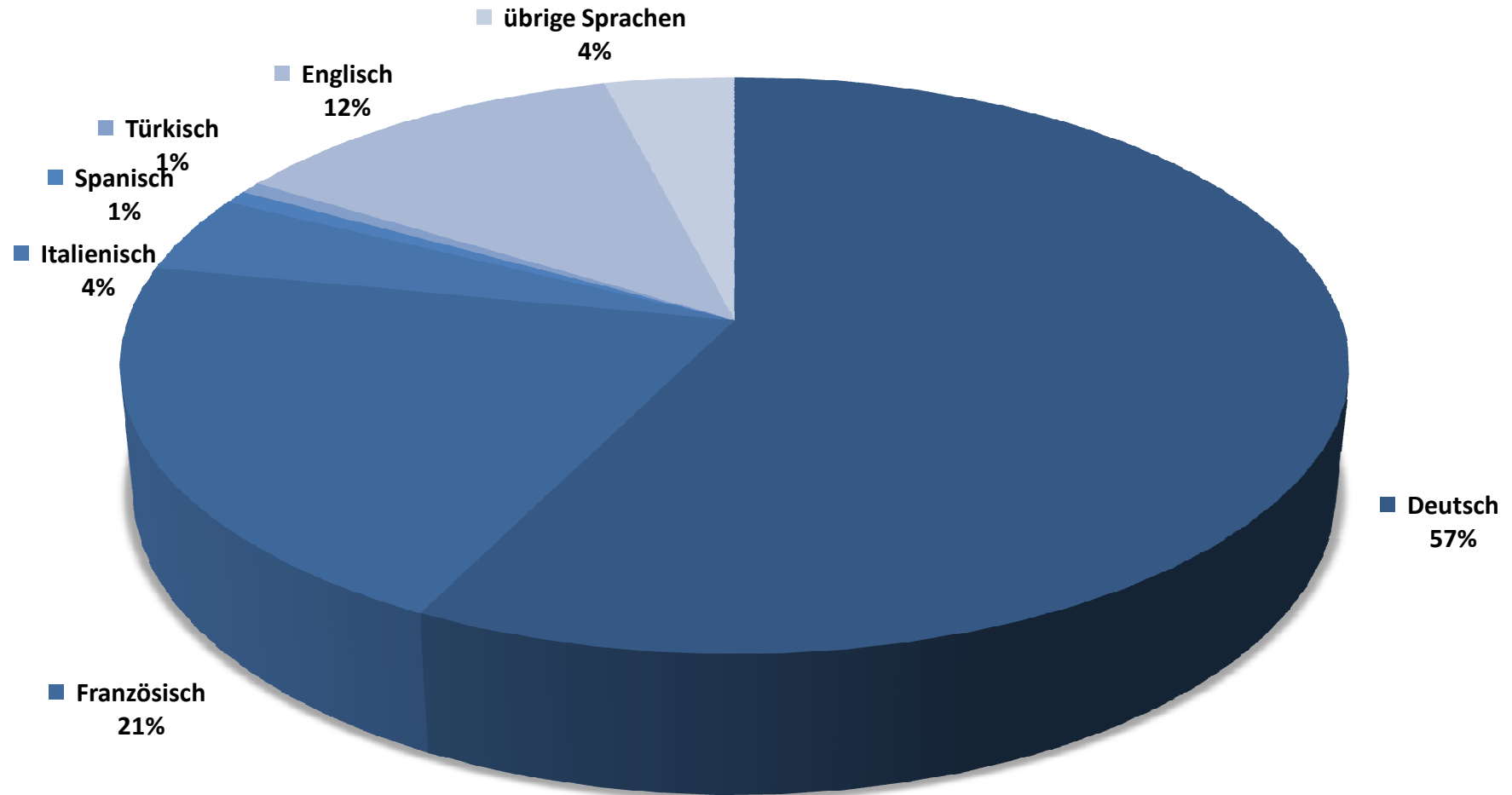


	13-17	18-25	26-34	35-44	45-54	55-63	64- x
Frauen	50.40%	49.77%	49.35%	48.53%	49.04%	48.53%	40.20%
Männer	49.60%	50.23%	50.65%	51.47%	50.96%	51.47%	59.80%

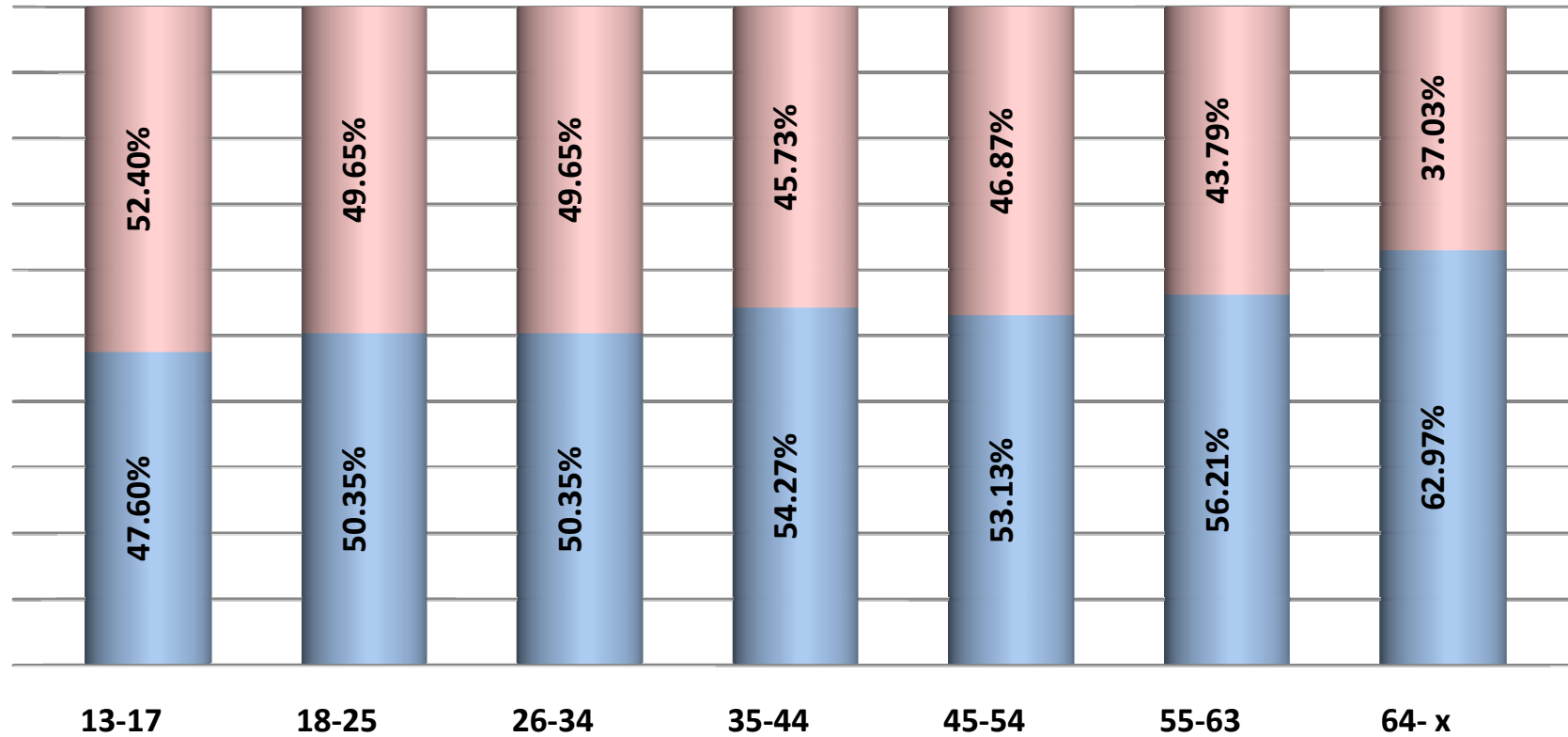
Altersmix Schweiz



Sprachmix Schweiz

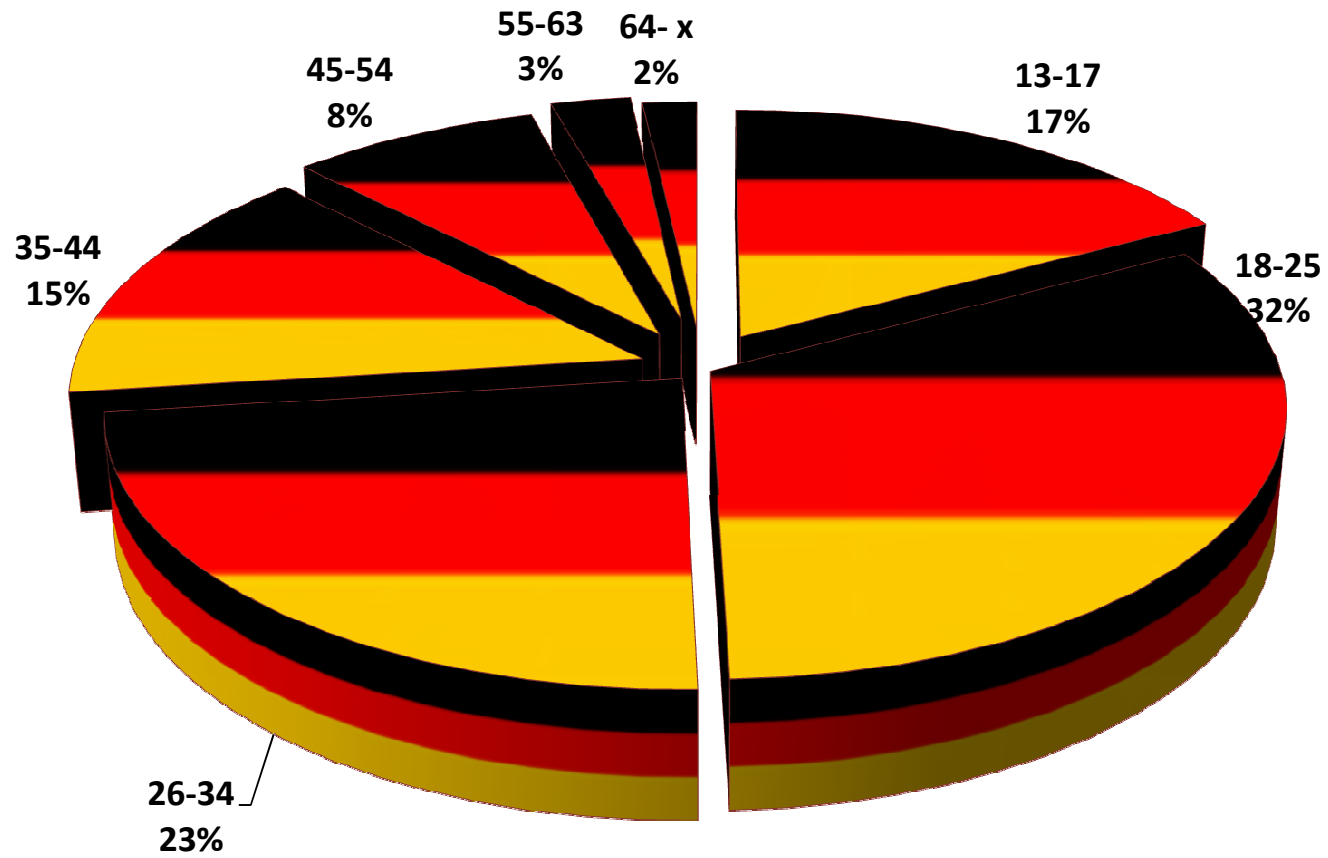


Geschlechtmix Deutschland

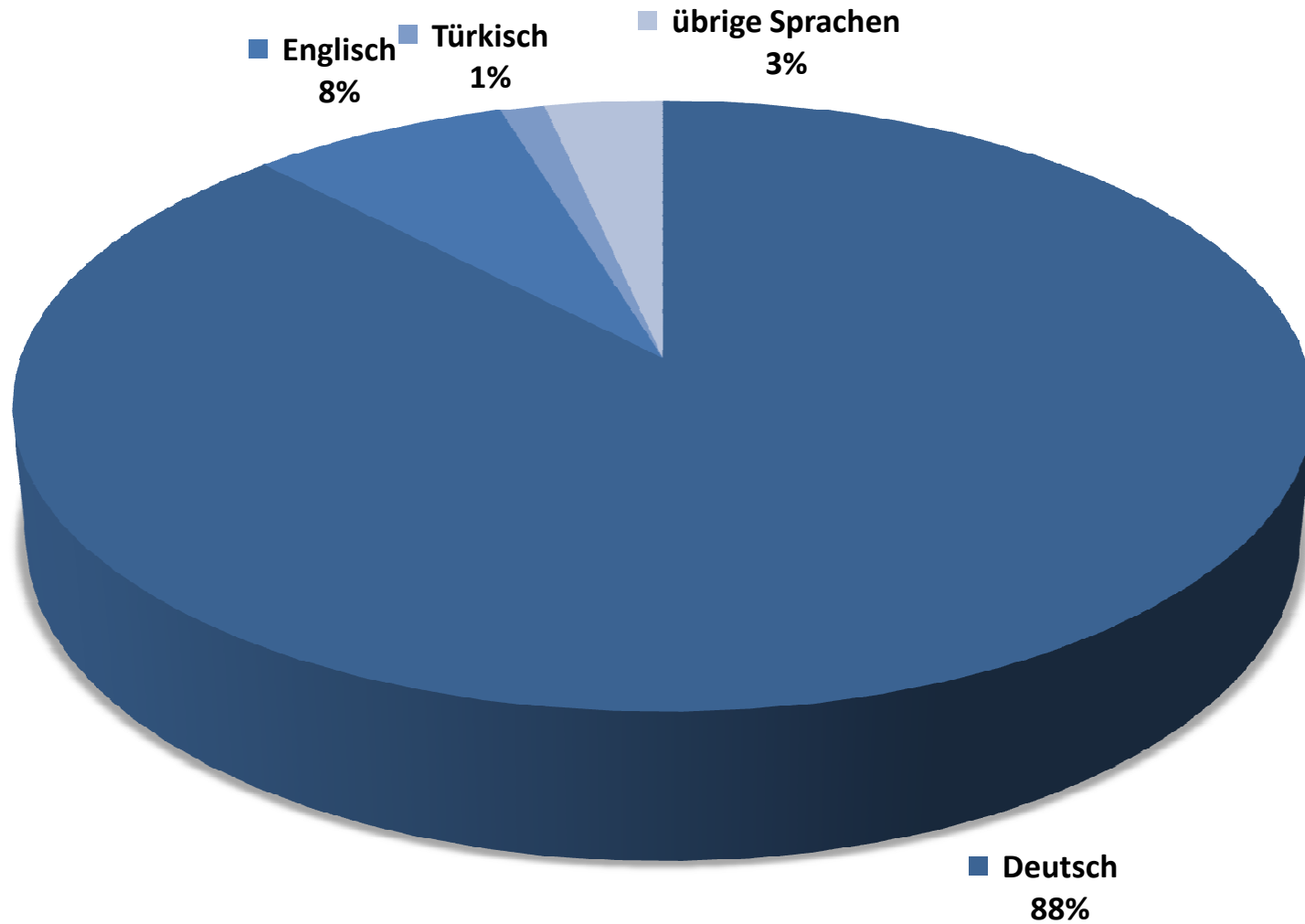


	13-17	18-25	26-34	35-44	45-54	55-63	64- x
Frauen	52.40%	49.65%	49.65%	45.73%	46.87%	43.79%	37.03%
Männer	47.60%	50.35%	50.35%	54.27%	53.13%	56.21%	62.97%

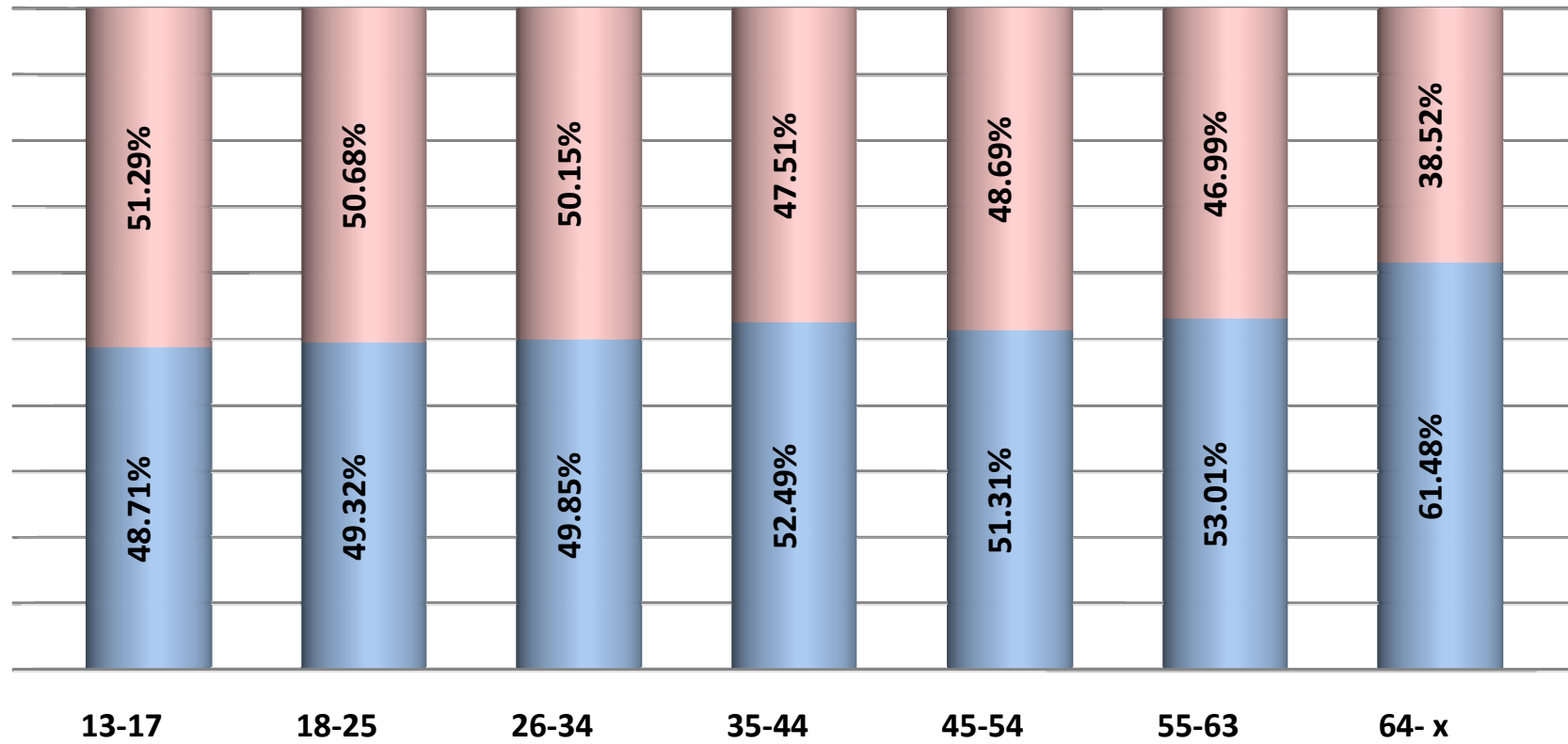
Altersmix Deutschland



Sprachmix Deutschland

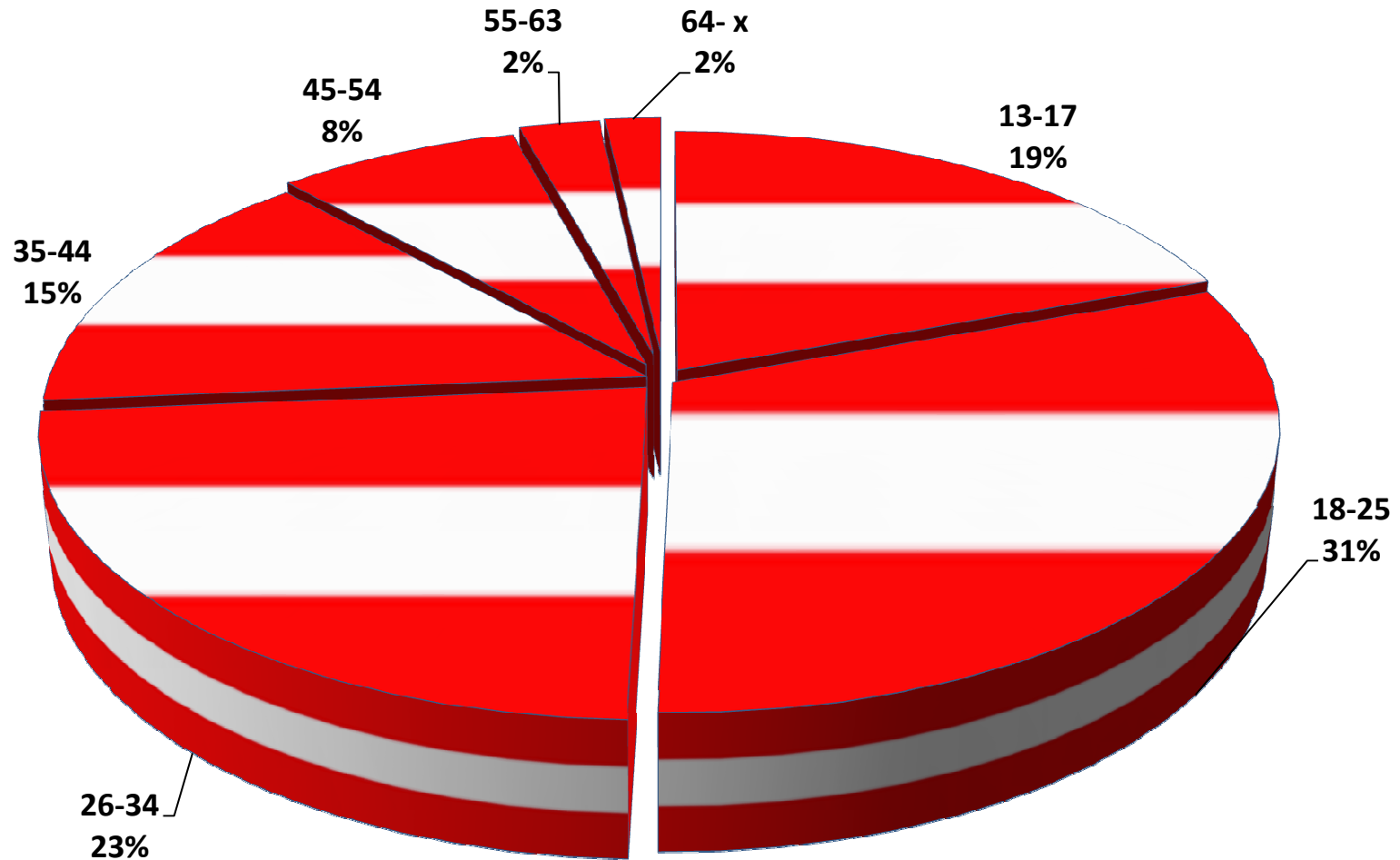


Geschlechtsmix Österreich



	13-17	18-25	26-34	35-44	45-54	55-63	64- x
Frauen	51.29%	50.68%	50.15%	47.51%	48.69%	46.99%	38.52%
Männer	48.71%	49.32%	49.85%	52.49%	51.31%	53.01%	61.48%

Altersmix Österreich



Sprachmix Österreich

