Facebook
Demographische Zahlen
Schweiz – Deutschland – Österreich
per 31.03.2011

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.

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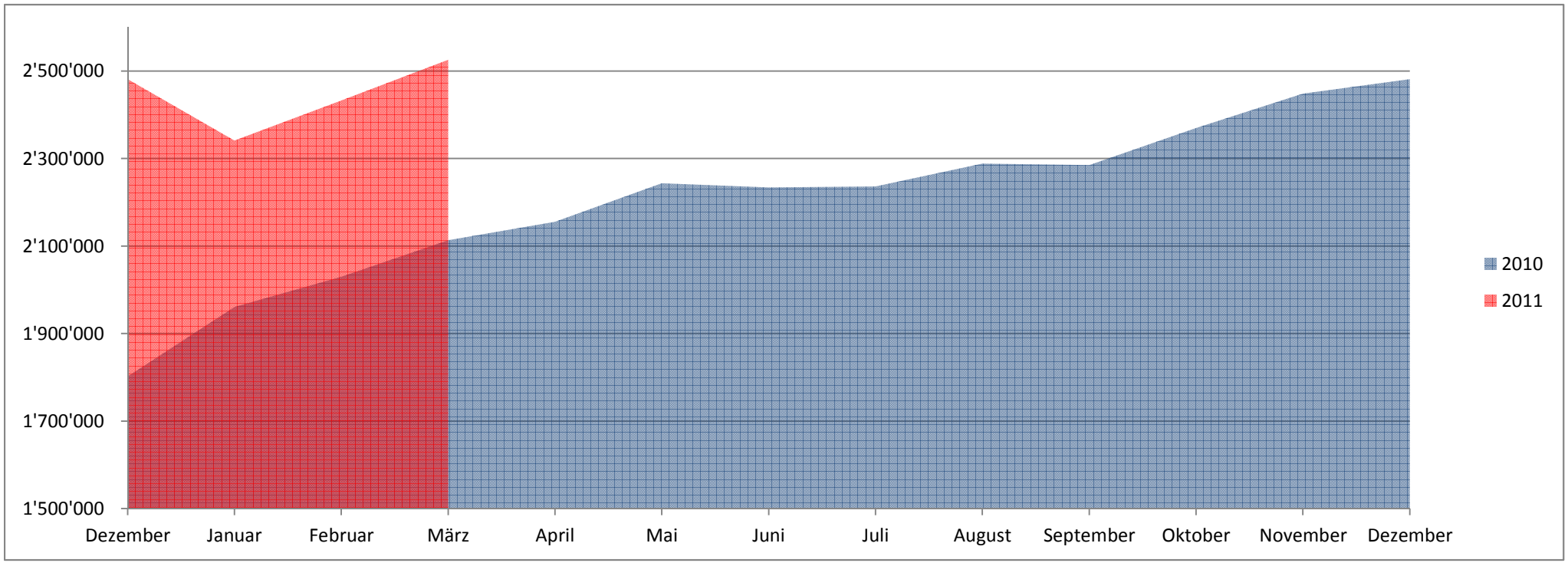
Facebook Demographie D A CH

Stand 31.03.2011

Schweiz

Alter	Total 01.01.2010	Total 31.03.2010	Total 30.06.2010	Total 30.09.2010	Total 31.01.2011	Total 28.02.2011	Total 31.03.2011	Zuwachs seit 28.02.2011	Alter %	Männer 31.03.2011	Männer %	Frauen 31.03.2011	Frauen %
13-17	266'580	315'940	338'460	352'060	377'400	384'000	396'680	3.30%	15.70%	198'680	50.09%	198'000	49.91%
18-25	564'720	628'120	657'600	669'040	673'080	692'120	712'780	2.99%	28.22%	358'520	50.30%	354'260	49.70%
26-34	469'900	548'500	577'620	576'680	566'520	592'880	613'280	3.44%	24.28%	311'420	50.78%	301'860	49.22%
35-44	287'420	347'640	369'520	372'900	381'680	401'880	418'640	4.17%	16.57%	215'380	51.45%	203'260	48.55%
45-54	139'380	178'940	187'780	191'680	210'260	222'240	235'120	5.80%	9.31%	120'660	51.32%	114'460	48.68%
55-63	49'180	62'840	66'480	81'260	79'420	83'880	88'720	5.77%	3.51%	46'220	52.10%	42'500	47.90%
64- x	24'980	31'580	36'740	41'160	52'780	55'660	60'620	8.91%	2.40%	36'140	59.62%	24'480	40.38%
Total	**1'802'160**	**2'113'560**	**2'234'200**	**2'284'780**	**2'341'140**	**2'432'660**	**2'525'840**	**3.83%**		**1'287'020**	**50.95%**	**1'238'820**	**49.05%**
Zuwachs seit 01.01.2011						**44'500**	**1.79%**			**Penetration**		**33.22%**	

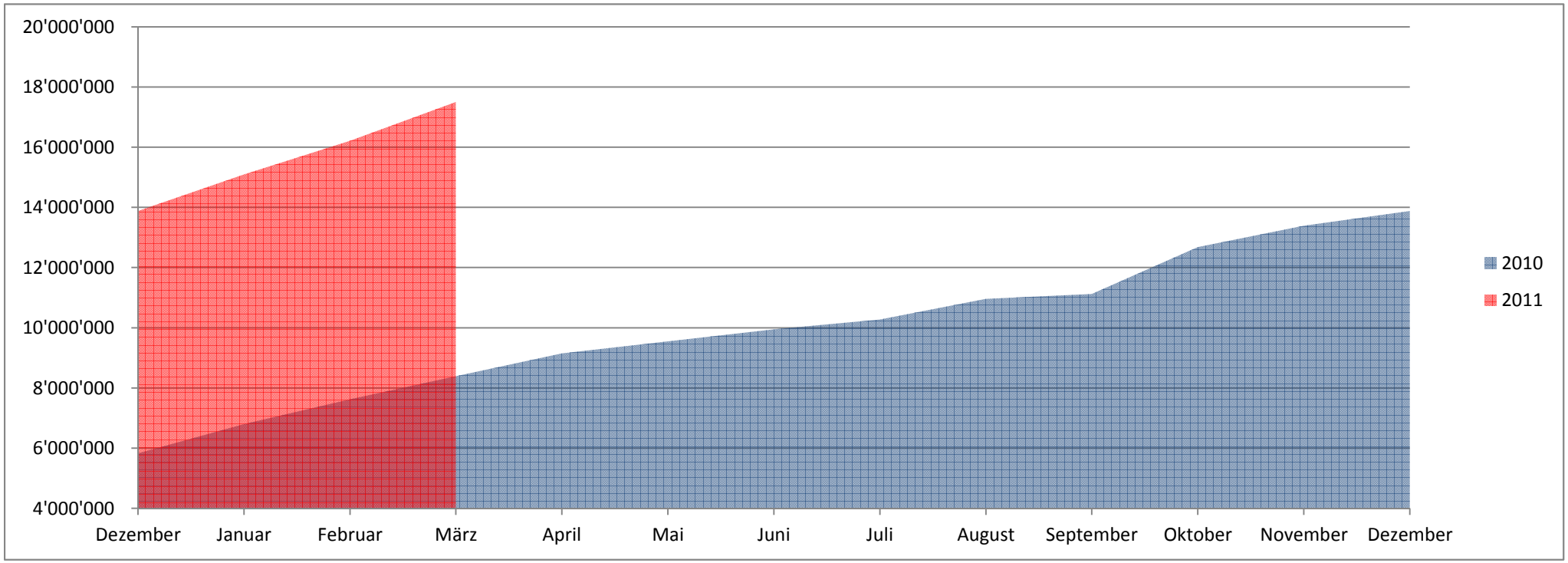


Facebook Demographie D A CH

Stand 31.03.2011

Deutschland

Alter	Total 01.01.10	Total 31.03.10	Total 30.06.2010	Total 30.09.2010	Total 31.01.2011	Total 28.02.2011	Total 31.03.2011	Zuwachs seit 28.02.2011	Alter %	Männer 31.03.2011	Männer %	Frauen 31.03.2011	Frauen %
13-17	850'280	1'287'380	1'514'980	1'735'620	2'606'300	2'790'460	3'058'920	9.62%	17.48%	1'482'060	48.45%	1'576'860	51.55%
18-25	1'925'780	2'737'860	3'290'900	3'661'420	4'876'000	5'158'100	5'484'900	6.34%	31.34%	2'776'040	50.61%	2'708'860	49.39%
26-34	1'687'320	2'246'340	2'637'020	2'852'820	3'541'740	3'777'860	4'021'360	6.45%	22.98%	2'033'620	50.57%	1'987'740	49.43%
35-44	859'660	1'292'020	1'489'400	1'660'080	2'207'140	2'404'940	2'606'060	8.36%	14.89%	1'405'680	53.94%	1'200'380	46.06%
45-54	342'840	561'060	684'440	801'380	1'214'380	1'346'800	1'496'740	11.13%	8.55%	797'040	53.25%	699'700	46.75%
55-63	106'420	172'860	207'020	248'480	389'320	440'600	495'080	12.36%	2.83%	278'780	56.31%	216'300	43.69%
64- x	57'160	90'480	124'620	159'360	261'540	296'540	335'980	13.30%	1.92%	213'920	63.67%	122'060	36.33%
Tptal	**5'829'460**	**8'388'000**	**9'948'380**	**11'119'160**	**15'096'420**	**16'215'300**	**17'499'040**	**7.92%**		**8'987'140**	**51.36%**	**8'511'900**	**48.64%**
Zuwachs seit 01.01.2011						**3'616'540**	**26.05%**			**Penetration**		**21.25%**	



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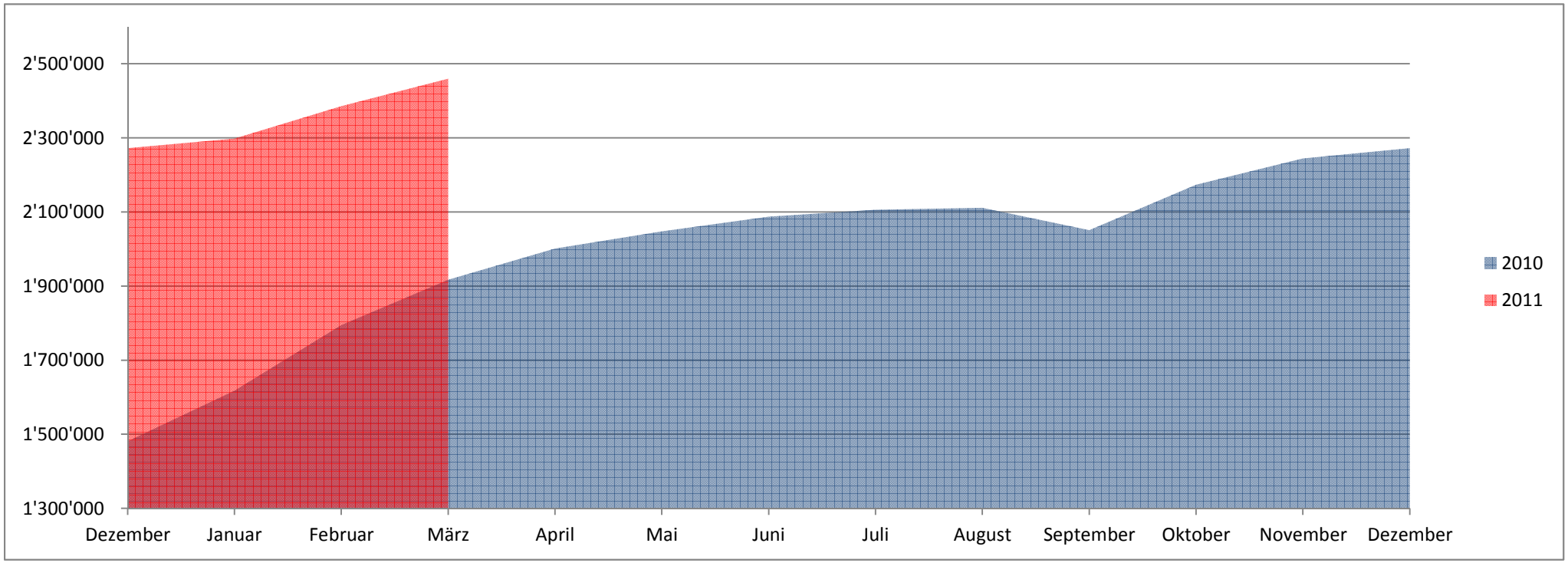
Österreich

Alter	Total 01.01.10	Total 31.03.10	Total 30.06.2010	Total 30.09.2010	Total 31.01.2011	Total 28.02.2011	Total 31.03.2011	Zuwachs seit 28.02.2011	Alter %	Männer 31.03.2011	Männer %	Frauen 31.03.2011	Frauen %
13-17	285'240	375'880	409'960	398'100	447'660	457'460	471'600	3.09%	19.17%	231'380	49.06%	240'220	50.94%
18-25	507'680	631'820	670'660	645'640	709'960	723'800	748'500	3.41%	30.43%	372'160	49.72%	376'340	50.28%
26-34	380'040	465'140	506'880	498'880	534'880	558'800	577'740	3.39%	23.48%	289'280	50.07%	288'460	49.93%
35-44	193'040	269'100	296'940	294'660	334'440	354'940	354'940	0.00%	14.43%	196'520	55.37%	158'420	44.63%
45-54	79'860	120'360	135'460	142'040	173'540	185'180	194'660	5.12%	7.91%	101'420	52.10%	93'240	47.90%
55-63	22'800	36'680	43'080	44'300	57'500	61'800	65'340	5.73%	2.66%	32'760	50.14%	32'580	49.86%
64- x	12'100	18'340	24'220	27'660	39'880	43'320	47'320	9.23%	1.92%	29'840	63.06%	17'480	36.94%
Total	**1'480'760**	**1'917'320**	**2'087'200**	**2'051'280**	**2'297'860**	**2'385'300**	**2'460'100**	**3.14%**		**1'253'360**	**50.95%**	**1'206'740**	**49.05%**
Zuwachs seit 01.01.2011						**188'020**	**8.28%**			**Penetration**		**29.96%**	



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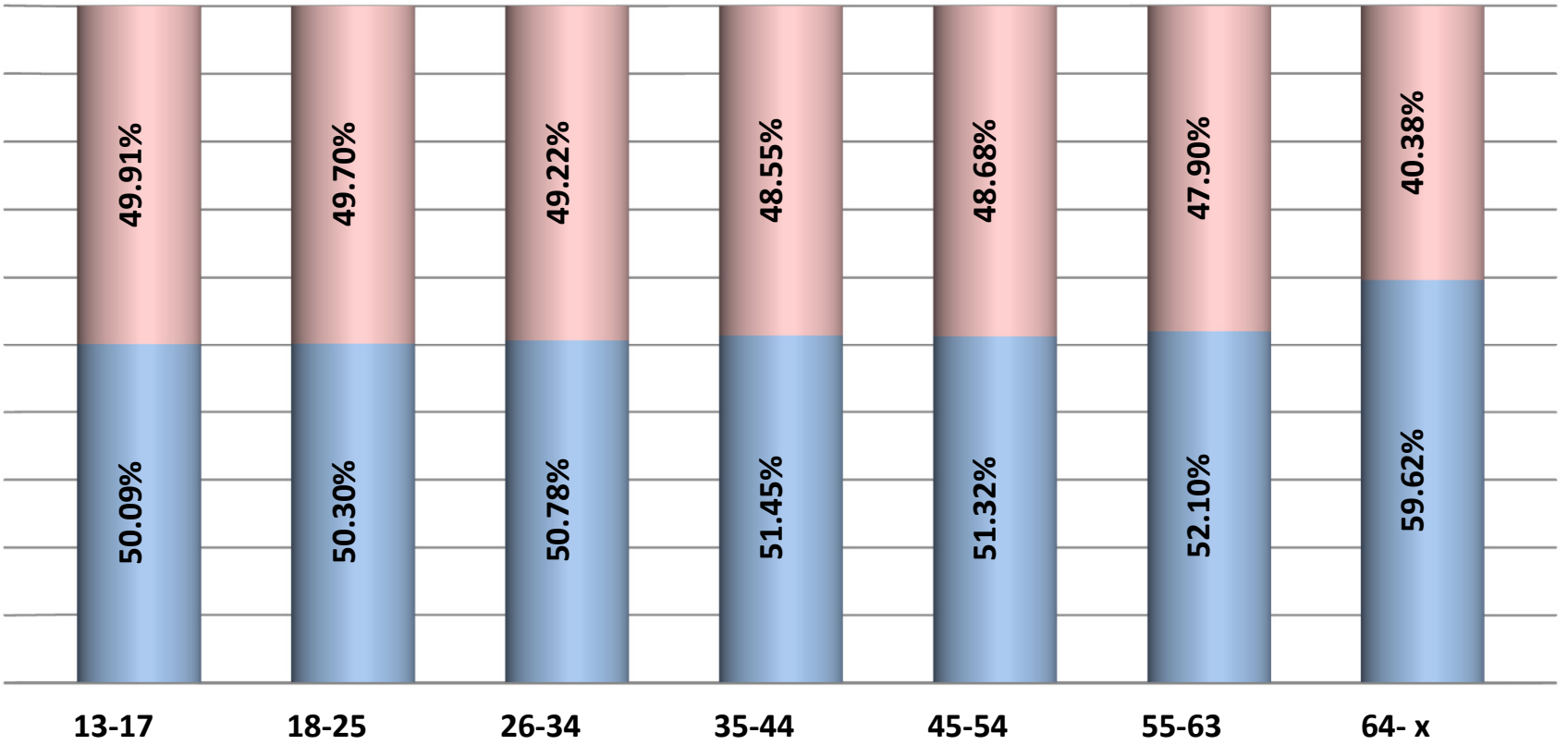
Geschlechtsmix Schweiz



	13-17	18-25	26-34	35-44	45-54	55-63	64- x
Frauen	49.91%	49.70%	49.22%	48.55%	48.68%	47.90%	40.38%
Männer	50.09%	50.30%	50.78%	51.45%	51.32%	52.10%	59.62%

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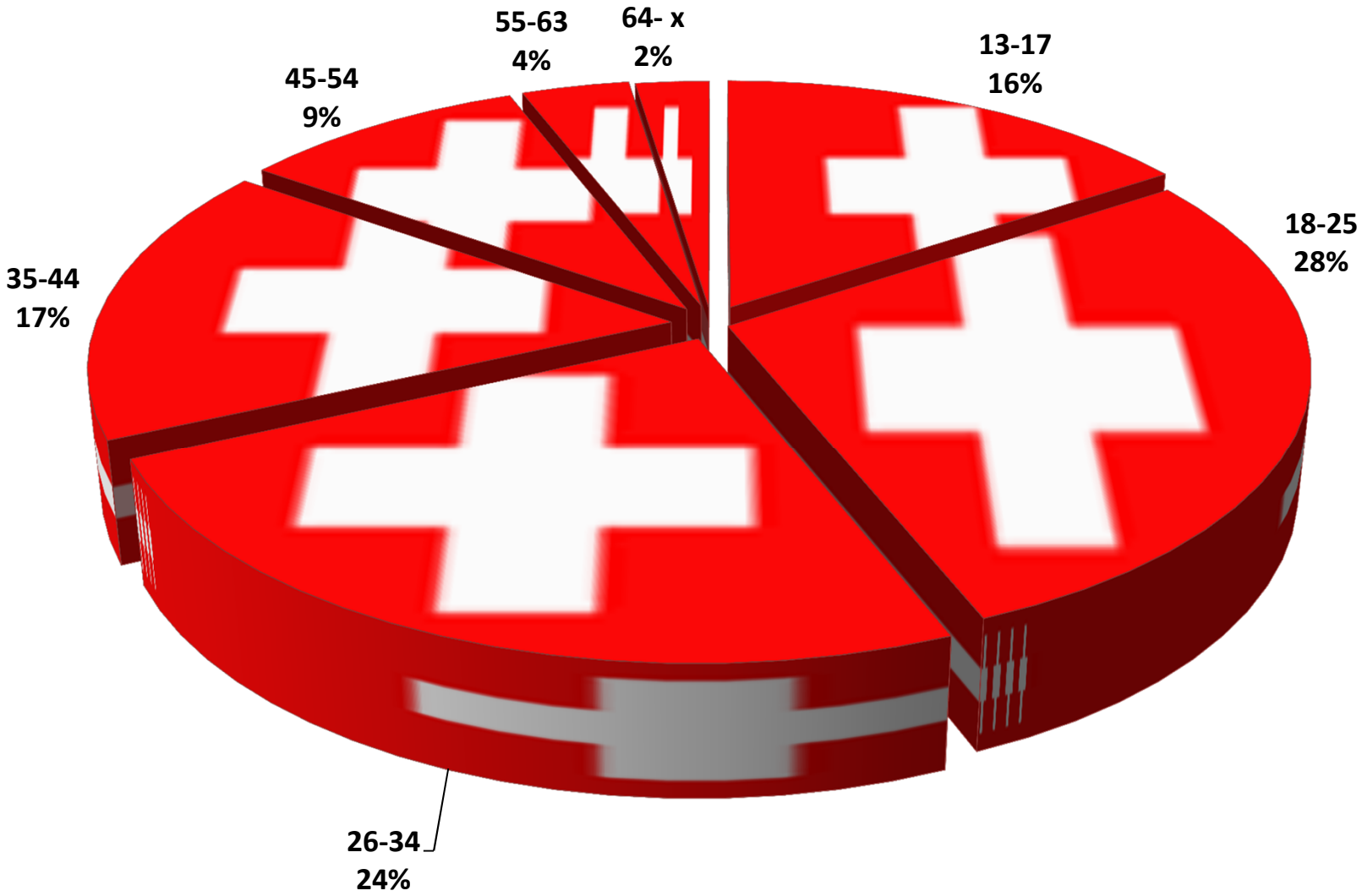
Altersmix Schweiz



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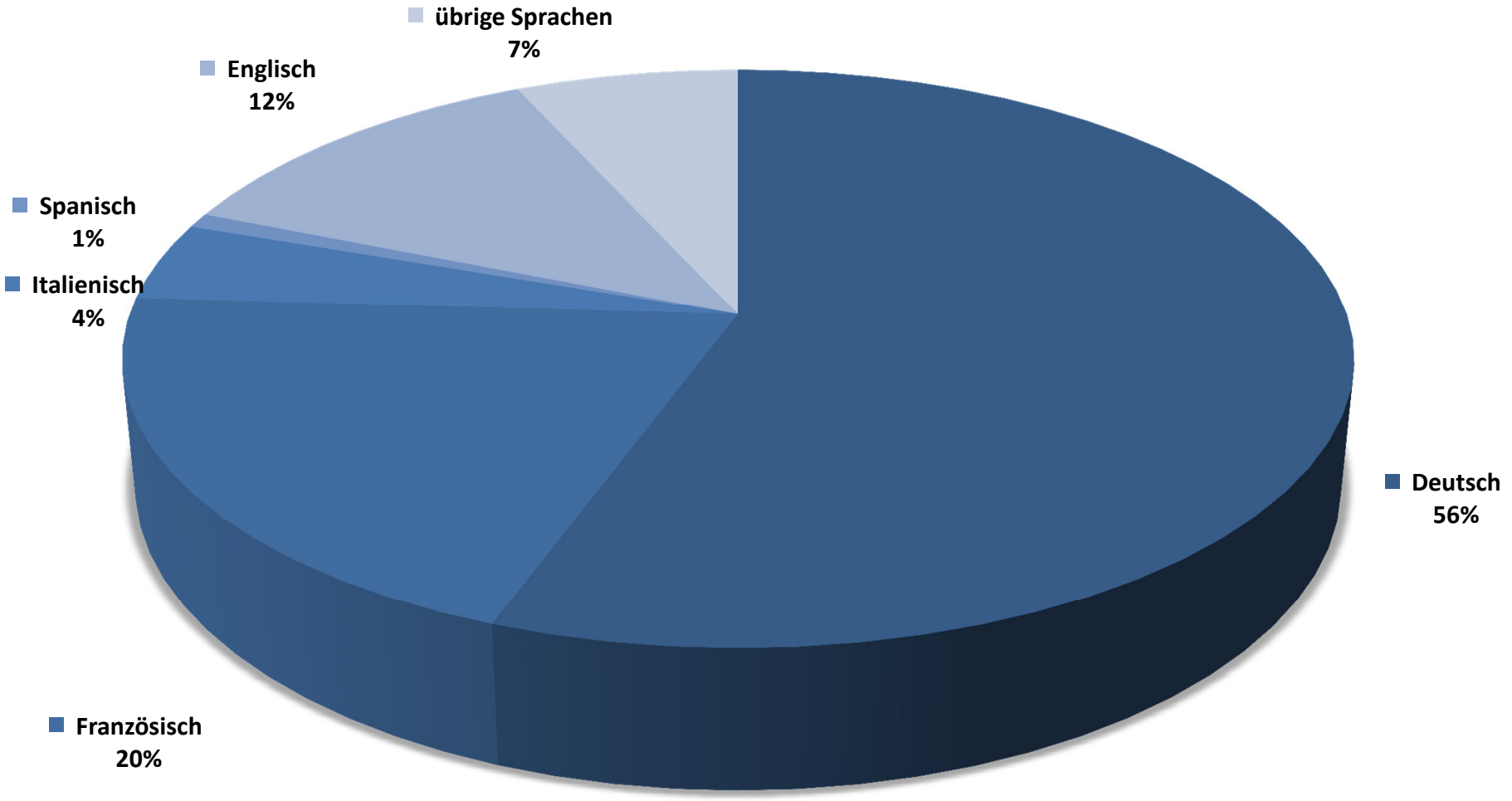
Sprachmix Schweiz



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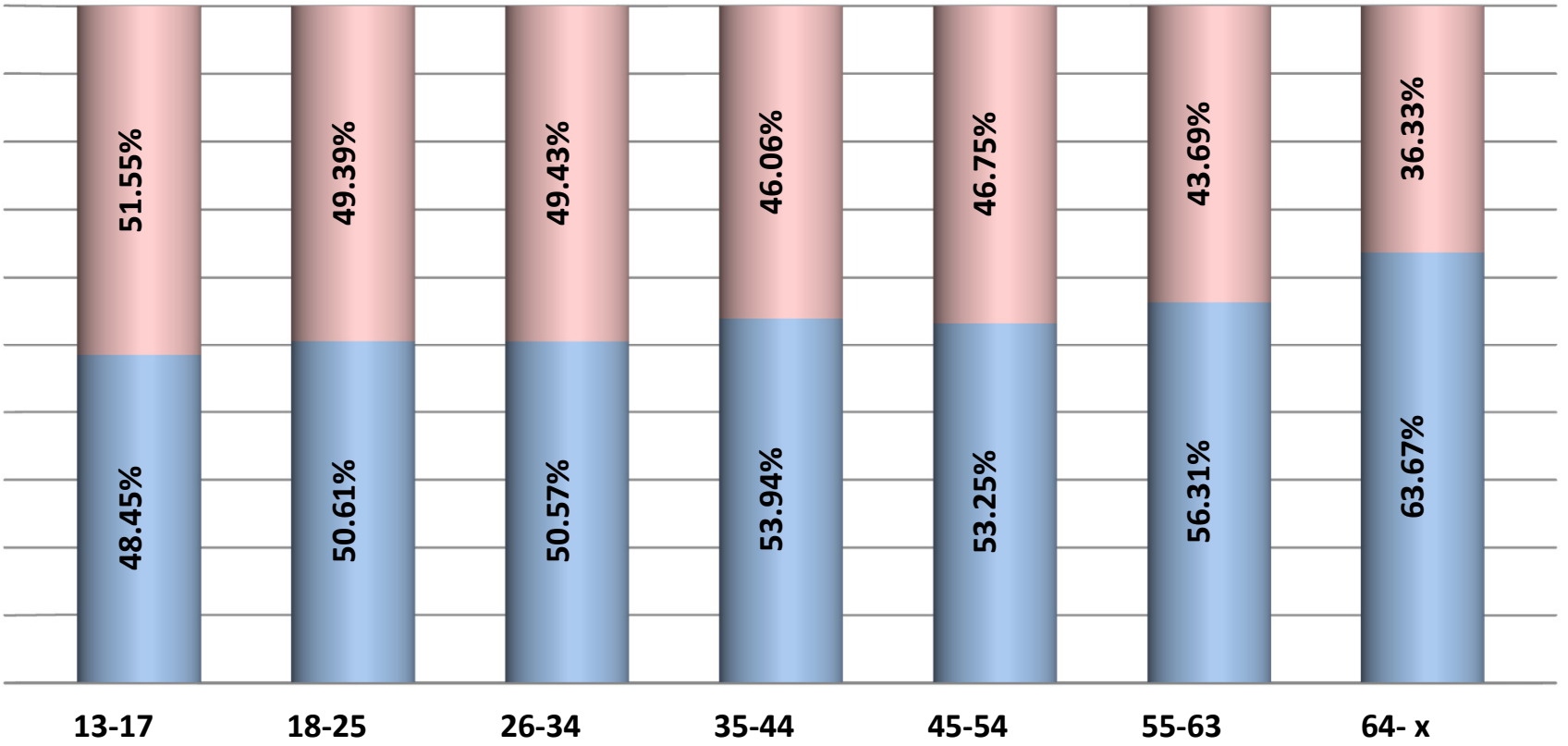
Geschlechtsmix Deutschland



	13-17	18-25	26-34	35-44	45-54	55-63	64- x
Frauen	51.55%	49.39%	49.43%	46.06%	46.75%	43.69%	36.33%
Männer	48.45%	50.61%	50.57%	53.94%	53.25%	56.31%	63.67%

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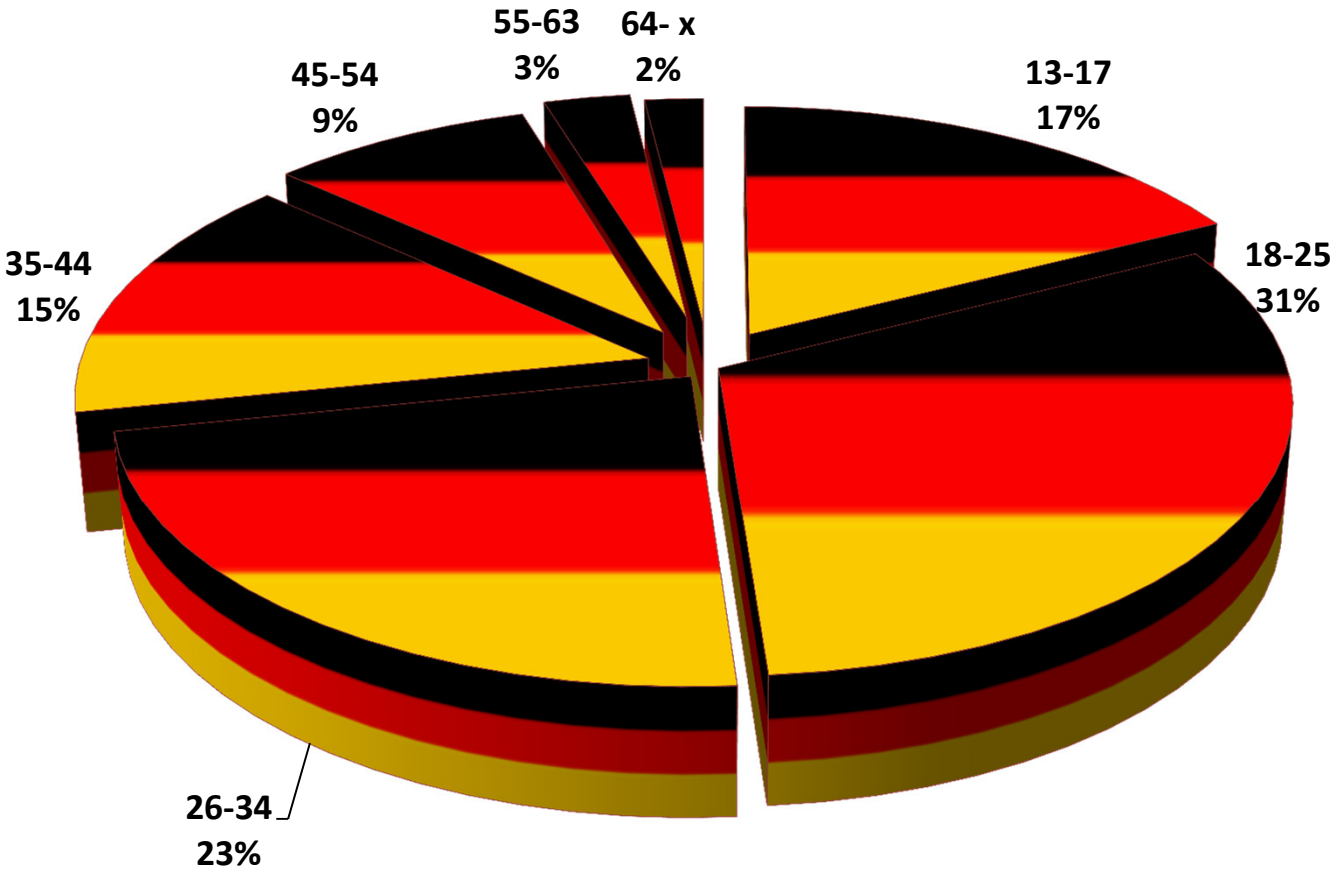

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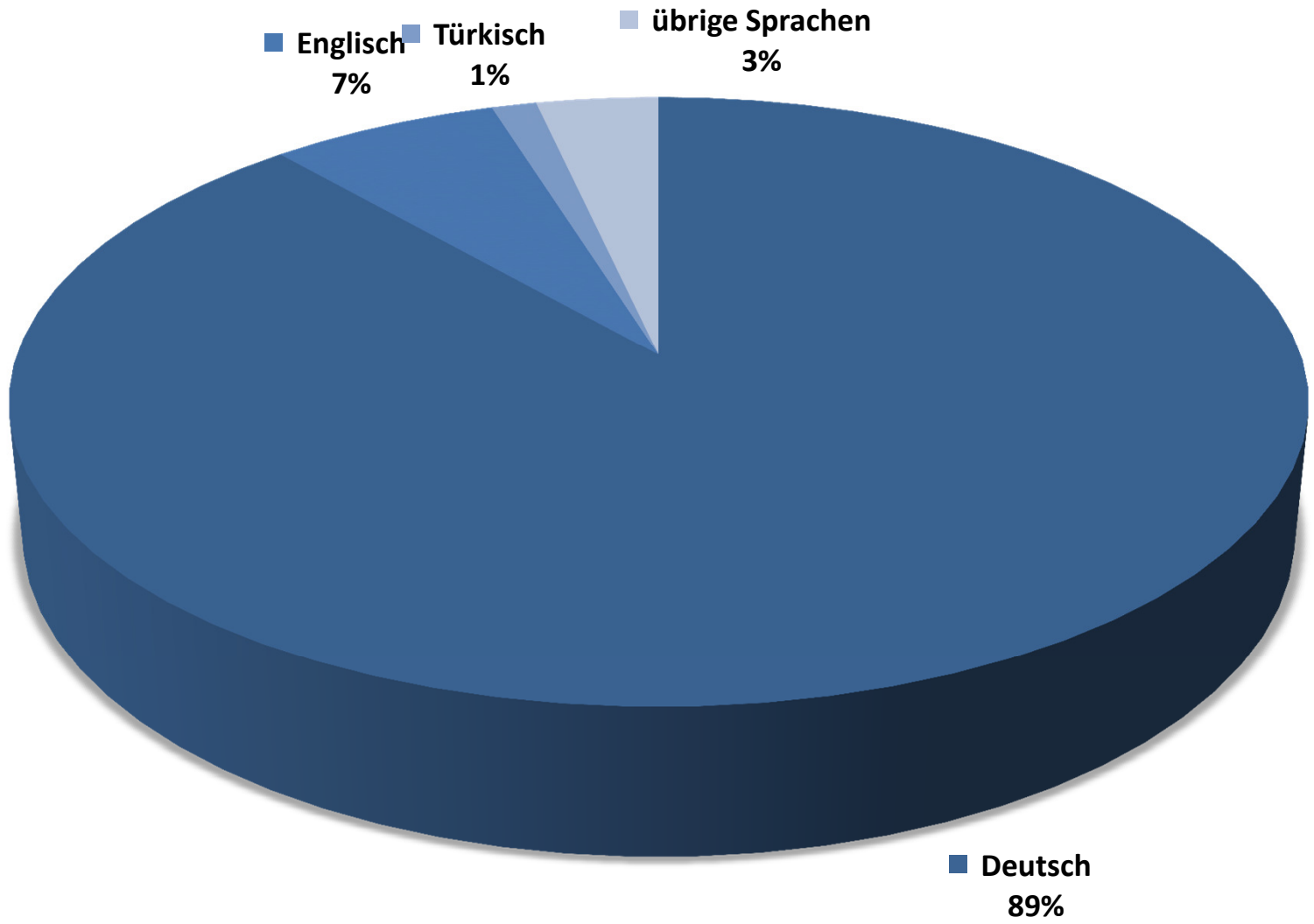
Sprachmix Deutschland



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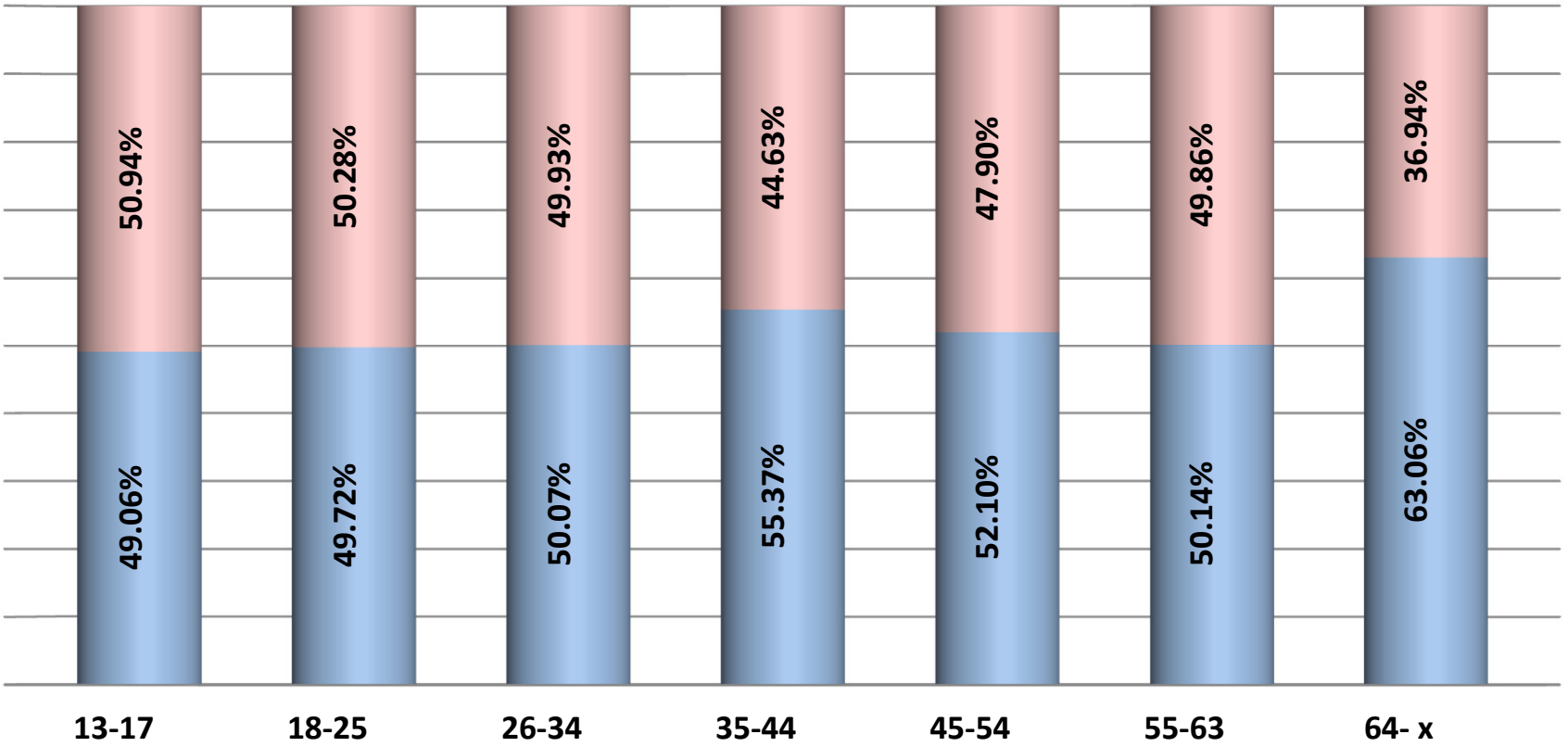
Geschlechtsmix Österreich



	13-17	18-25	26-34	35-44	45-54	55-63	64- x
Frauen	50.94%	50.28%	49.93%	44.63%	47.90%	49.86%	36.94%
Männer	49.06%	49.72%	50.07%	55.37%	52.10%	50.14%	63.06%

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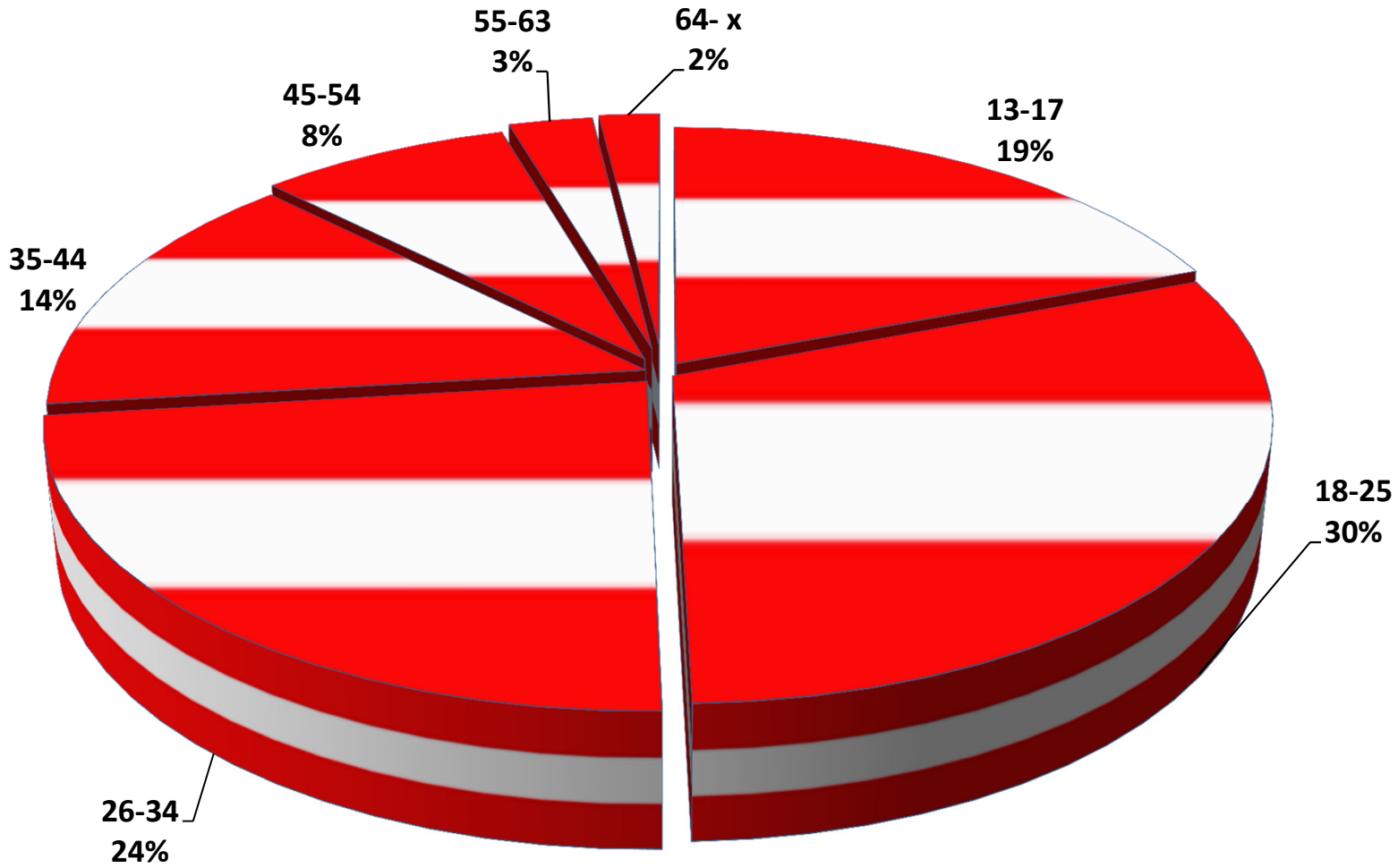

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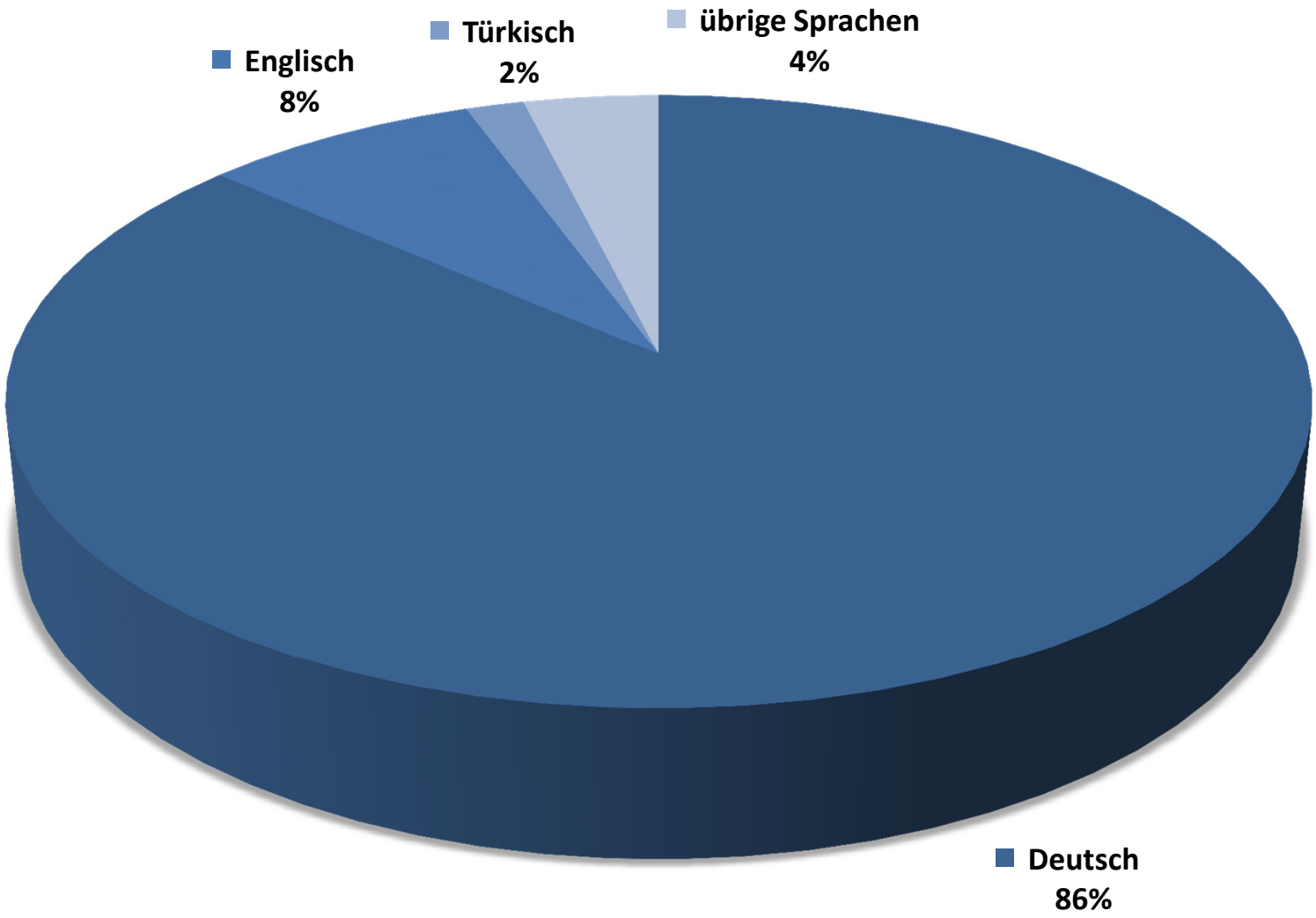
Sprachmix Österreich