



Thomas Hutter
eConsulting & Coaching
www.thomashutter.com

Facebook

Demographische Zahlen

Schweiz – Deutschland – Österreich

per 30.06.2010

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.

Thomas Hutter
eConsulting & Coaching
Weidlistrasse 10 / Postfach 52
CH 8356 Ettenhausen

Skype [th.hutter](https://www.skype.com/user/th.hutter)
Twitter twitter.com/thomashutter
Web <http://www.thomashutter.com/>
Facebook [facebook.com/thomashutterblog](https://www.facebook.com/thomashutterblog)

Facebook Demographie D A CH

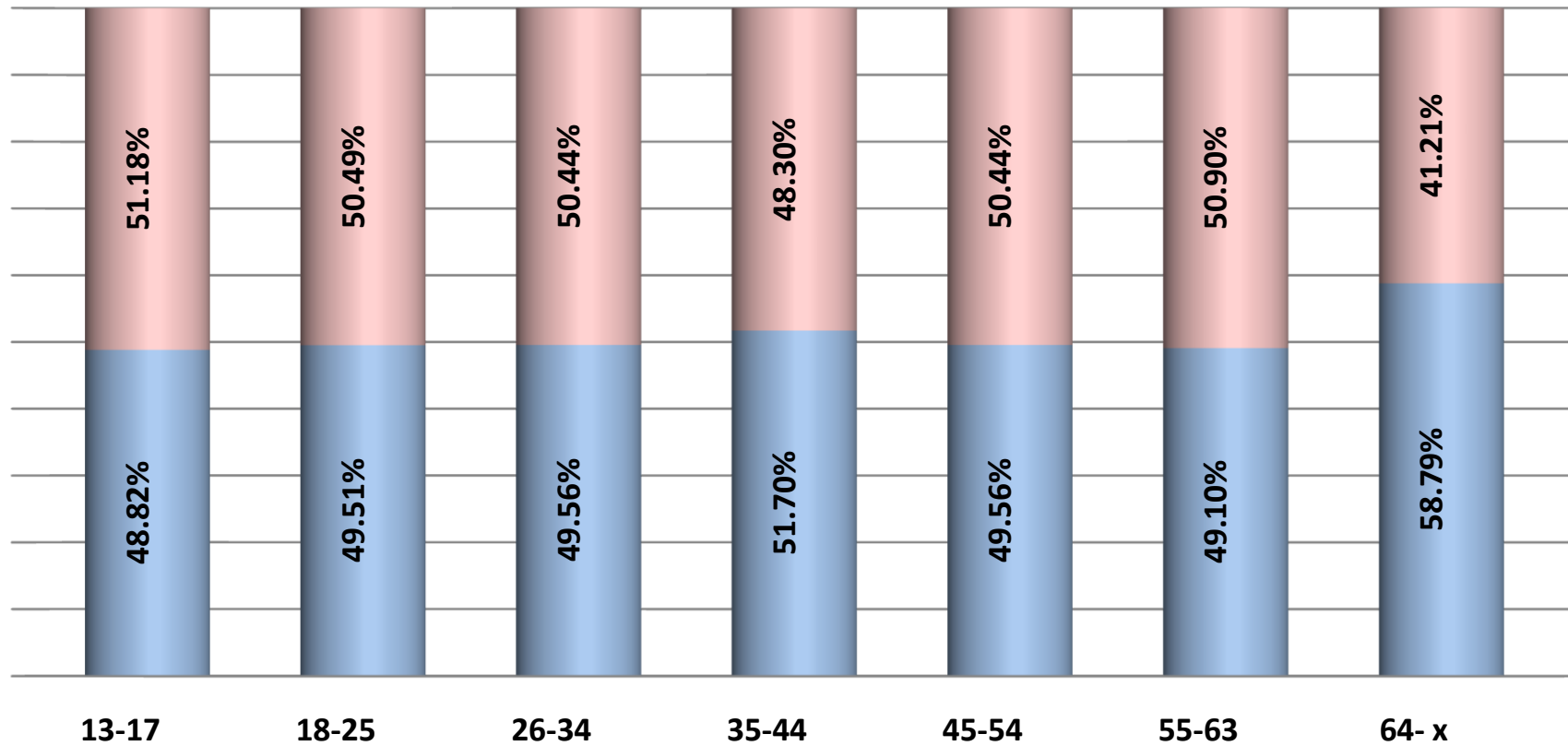
Stand 30.06.2010

Schweiz													
Alter	Total							Zuwachs		Männer		Frauen	
	01.01.2010	31.01.2010	28.02.2010	31.03.2010	30.04.2010	31.05.2010	30.06.2010	seit	Alter %	31.05.2010	%	31.05.2010	Frauen %
13-17	266'580	282'200	296'540	315'940	320'580	333'100	338'460	1.61%	15.70%	165'220	48.82%	173'240	51.18%
18-25	564'720	598'320	614'160	628'120	635'120	671'560	657'600	-2.08%	30.51%	325'560	49.51%	332'040	50.49%
26-34	469'900	521'420	534'280	548'500	551'740	584'560	577'620	-1.19%	26.80%	286'240	49.56%	291'380	50.44%
35-44	287'420	315'780	329'020	347'640	362'680	367'620	369'520	0.52%	17.14%	191'040	51.70%	178'480	48.30%
45-54	139'380	158'180	164'680	178'940	183'420	185'040	187'780	1.48%	8.71%	93'060	49.56%	94'720	50.44%
55-63	49'180	55'780	59'980	62'840	66'740	65'940	66'480	0.82%	3.08%	32'640	49.10%	33'840	50.90%
64- x	24'980	29'120	30'780	31'580	35'220	35'440	36'740	3.67%	1.70%	21'600	58.79%	15'140	41.21%
Total	1'802'160	1'960'800	2'029'440	2'113'560	2'155'500	2'243'260	2'234'200	-0.40%		1'115'360	49.92%	1'118'840	50.08%
Zuwachs seit 01.01.2010								23.97%		Penetration		29.38%	

Deutschland													
Alter	Total							Zuwachs		Männer		Frauen	
	01.01.10	31.01.10	28.02.10	31.03.10	30.04.2010	31.05.2010	30.06.2010	seit	Alter %	31.05.2010	%	31.05.2010	Frauen %
13-17	850'280	974'760	1'119'180	1'287'380	1'414'260	1'443'620	1'514'980	4.94%	15.23%	646'860	42.70%	796'760	52.59%
18-25	1'925'780	2'214'400	2'477'780	2'737'860	2'958'480	3'148'520	3'290'900	4.52%	33.08%	1'544'380	46.93%	1'604'140	48.74%
26-34	1'687'320	1'917'120	2'098'180	2'246'340	2'463'920	2'564'220	2'637'020	2.84%	26.51%	1'294'800	49.10%	1'269'420	48.14%
35-44	859'660	1'048'780	1'173'140	1'292'020	1'399'840	1'433'280	1'489'400	3.92%	14.97%	808'080	54.26%	625'200	41.98%
45-54	342'840	436'340	514'460	561'060	614'700	645'800	684'440	5.98%	6.88%	355'260	51.91%	290'540	42.45%
55-63	106'420	138'860	158'100	172'860	192'940	194'920	207'020	6.21%	2.08%	112'720	54.45%	82'200	39.71%
64- x	57'160	72'660	79'440	90'480	107'400	114'460	124'620	8.88%	1.25%	74'680	59.93%	39'780	31.92%
Total	5'829'460	6'802'920	7'620'280	8'388'000	9'151'540	9'544'820	9'948'380	4.23%		4'836'780	48.62%	5'111'600	51.38%
Zuwachs seit 01.01.2010								70.66%		Penetration		12.08%	

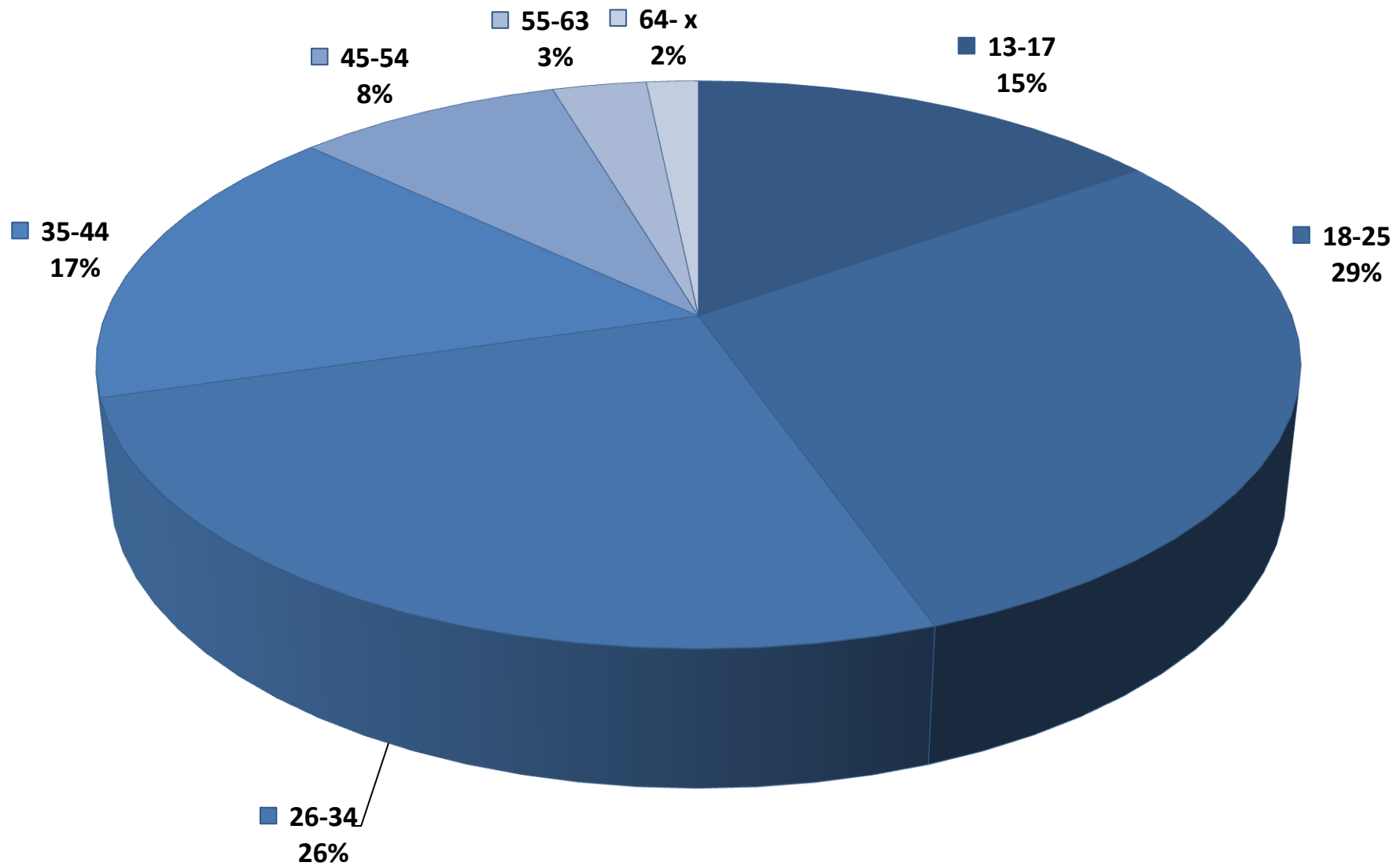
Österreich													
Alter	Total							Zuwachs		Männer		Frauen	
	01.01.10	31.01.10	28.02.10	31.03.10	30.04.2010	31.05.2010	30.06.2010	seit	Alter %	31.05.2010	%	31.05.2010	Frauen %
13-17	285'240	315'460	354'600	375'880	389'540	401'420	409'960	2.13%	19.64%	194'540	47.45%	206'880	50.46%
18-25	507'680	539'540	595'540	631'820	643'760	660'260	670'660	1.58%	32.13%	325'380	48.52%	334'880	49.93%
26-34	380'040	406'480	439'920	465'140	483'740	500'460	506'880	1.28%	24.29%	252'120	49.74%	248'340	48.99%
35-44	193'040	217'380	244'020	269'100	288'040	290'160	296'940	2.34%	14.23%	156'500	52.70%	133'660	45.01%
45-54	79'860	94'820	109'980	120'360	133'220	131'940	135'460	2.67%	6.49%	69'360	51.20%	62'580	46.20%
55-63	22'800	29'320	33'600	36'680	41'580	40'760	43'080	5.69%	2.06%	22'140	51.39%	18'620	43.22%
64- x	12'100	14'280	16'620	18'340	21'300	22'740	24'220	6.51%	1.16%	15'120	62.43%	7'620	31.46%
Total	1'480'760	1'617'280	1'794'280	1'917'320	2'001'180	2'047'740	2'087'200	1.93%		1'035'160	49.60%	1'052'040	50.40%
Zuwachs seit 01.01.2010								40.95%		Penetration		25.42%	

Geschlechtsmix Schweiz

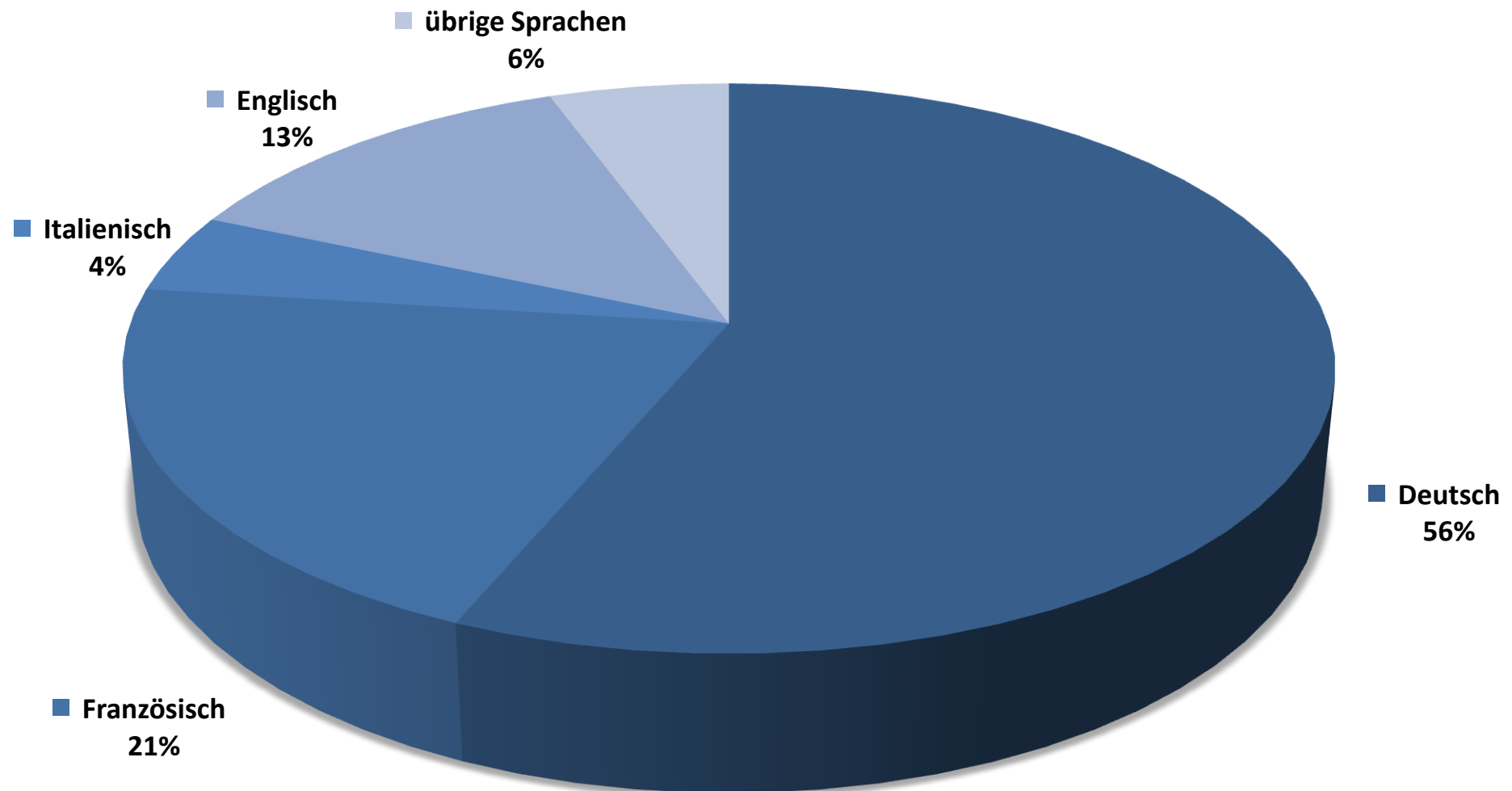


	13-17	18-25	26-34	35-44	45-54	55-63	64- x
Frauen	51.18%	50.49%	50.44%	48.30%	50.44%	50.90%	41.21%
Männer	48.82%	49.51%	49.56%	51.70%	49.56%	49.10%	58.79%

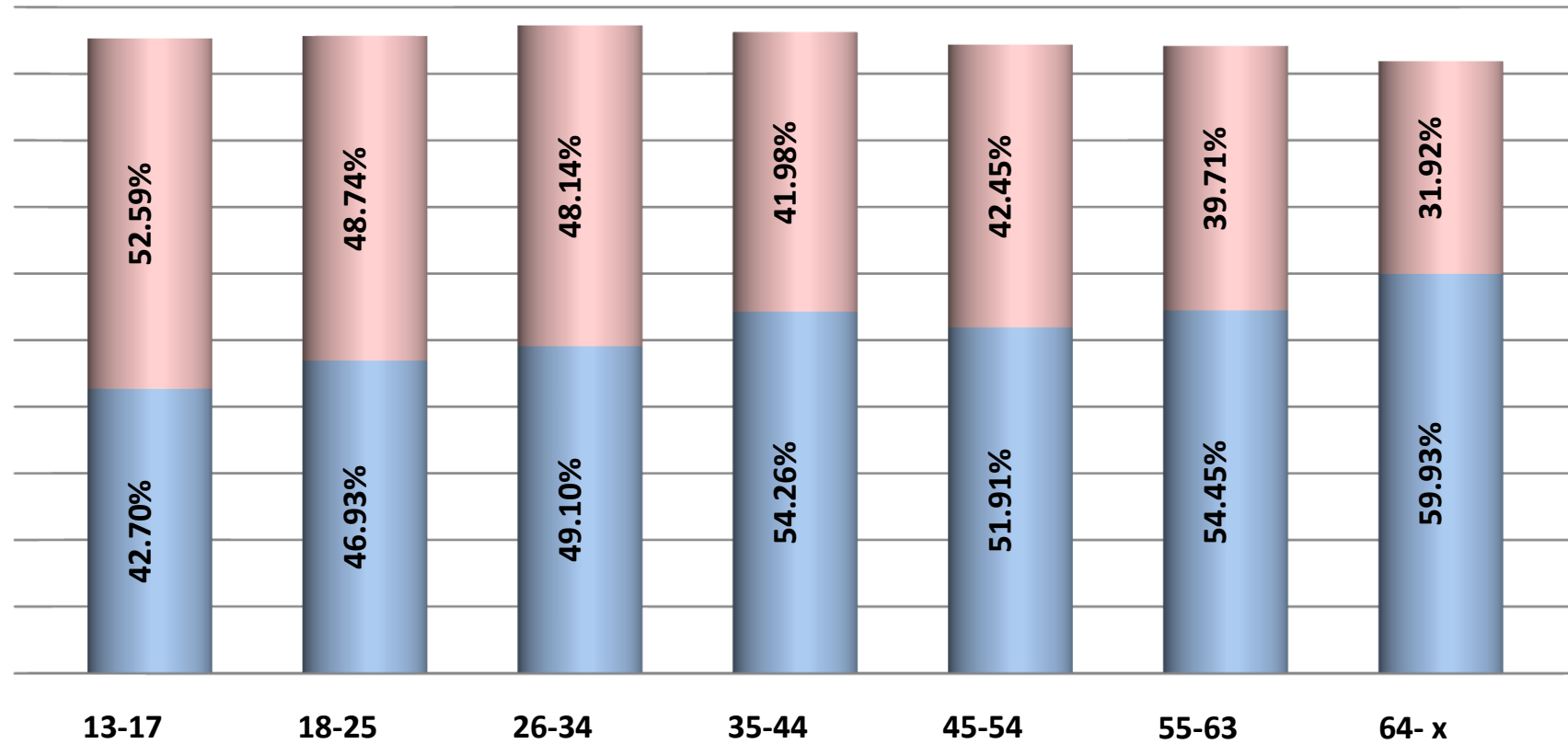
Altersmix Schweiz



Sprachmix Schweiz

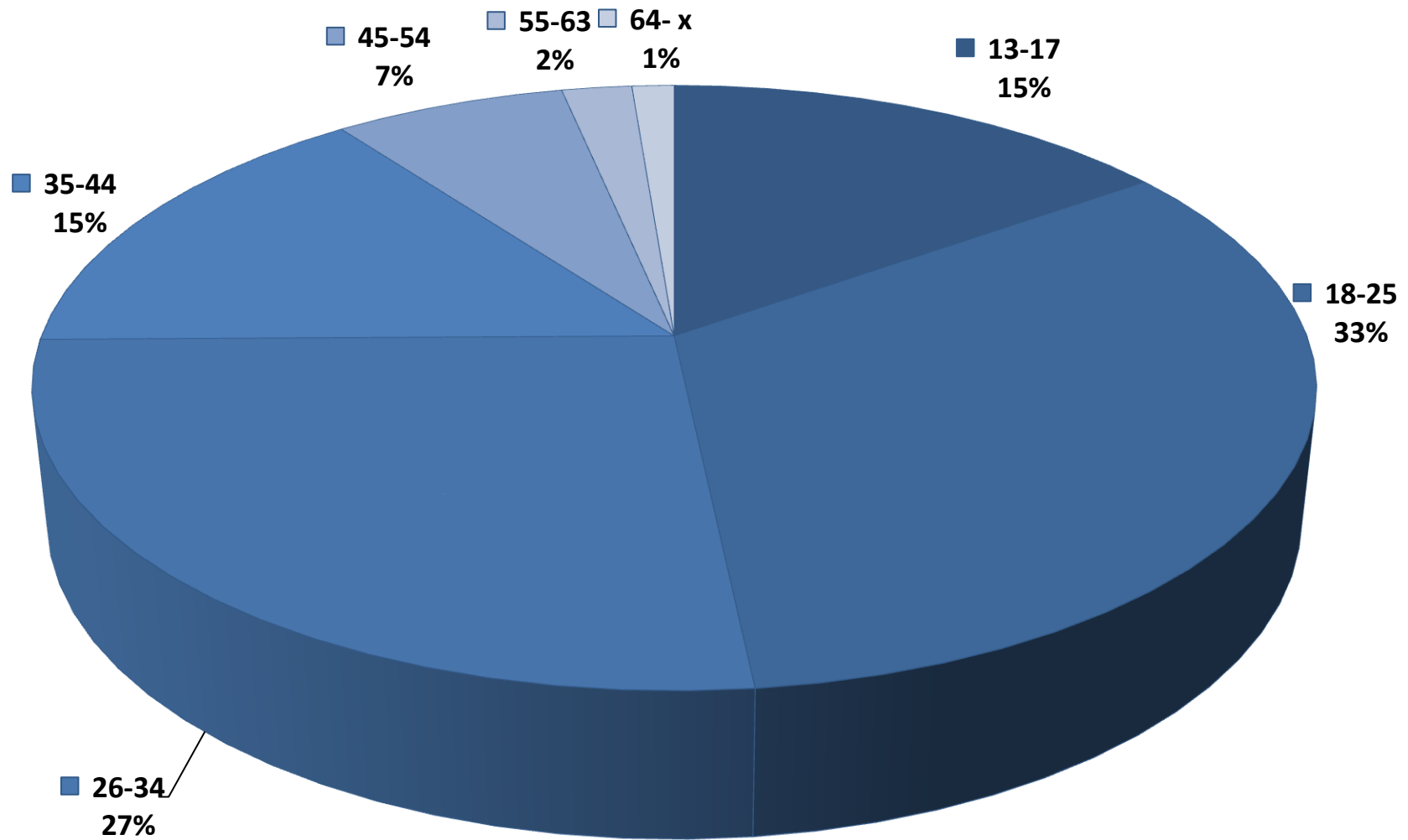


Geschlechtmix Deutschland

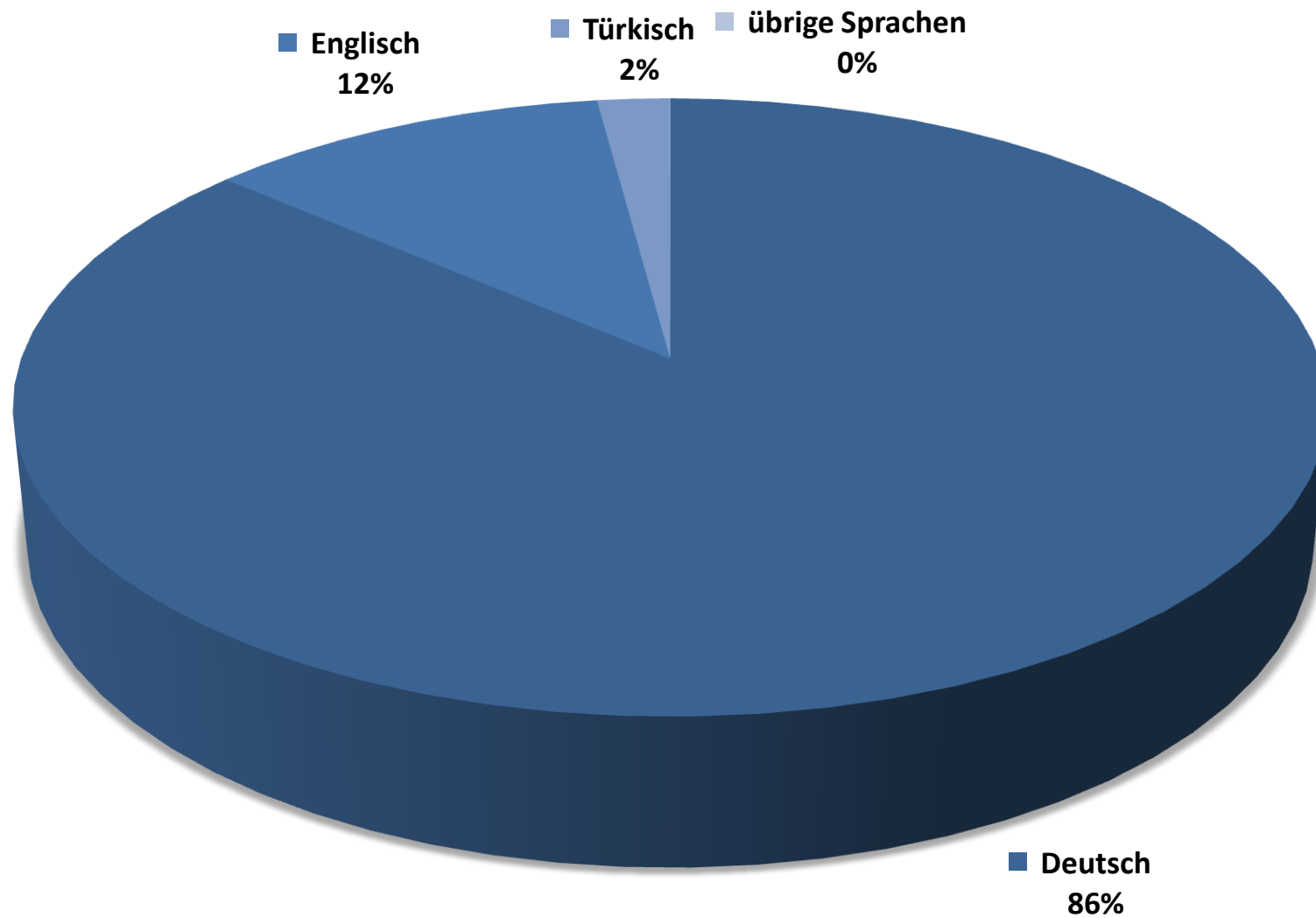


	13-17	18-25	26-34	35-44	45-54	55-63	64- x
Frauen	52.59%	48.74%	48.14%	41.98%	42.45%	39.71%	31.92%
Männer	42.70%	46.93%	49.10%	54.26%	51.91%	54.45%	59.93%

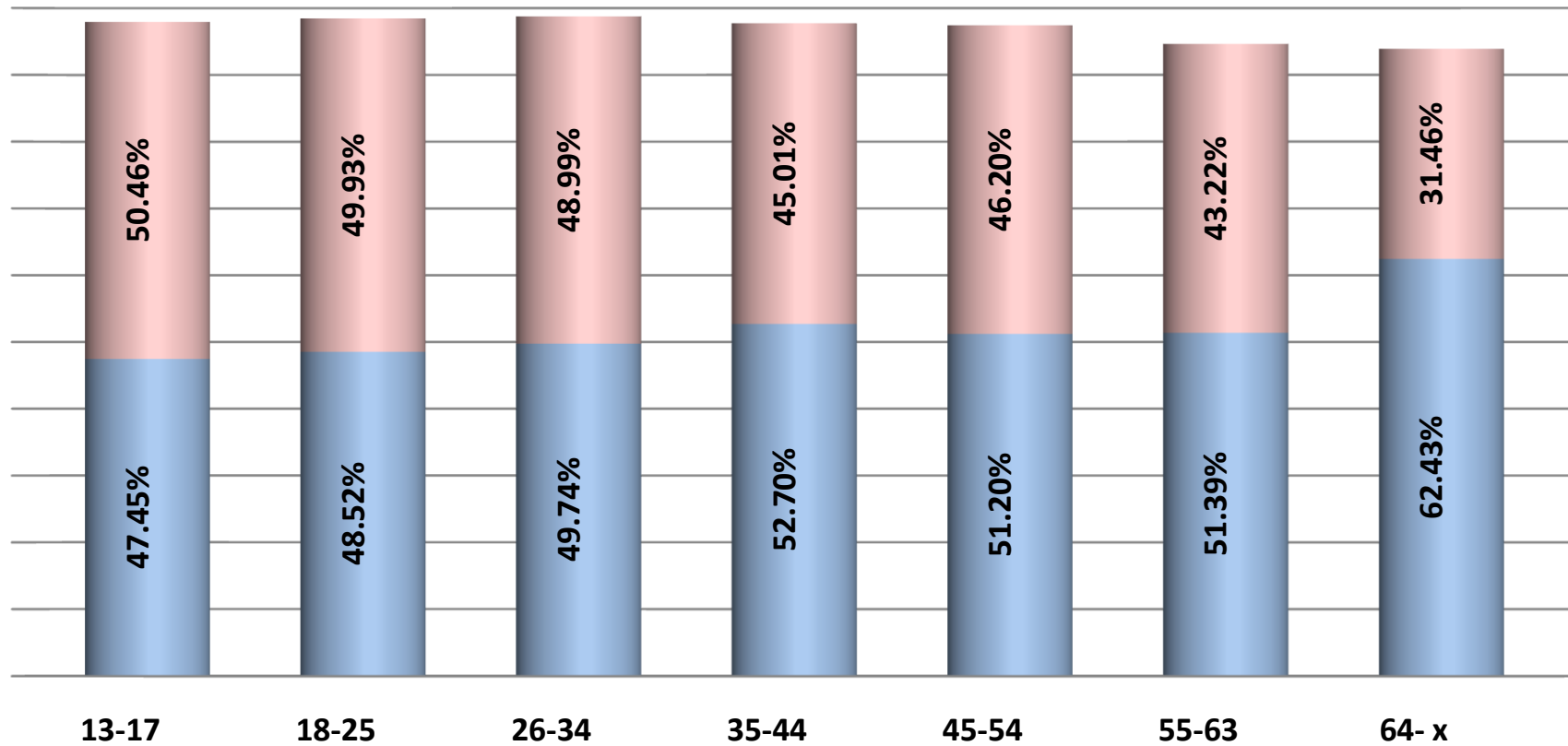
Altersmix Deutschland



Sprachmix Deutschland

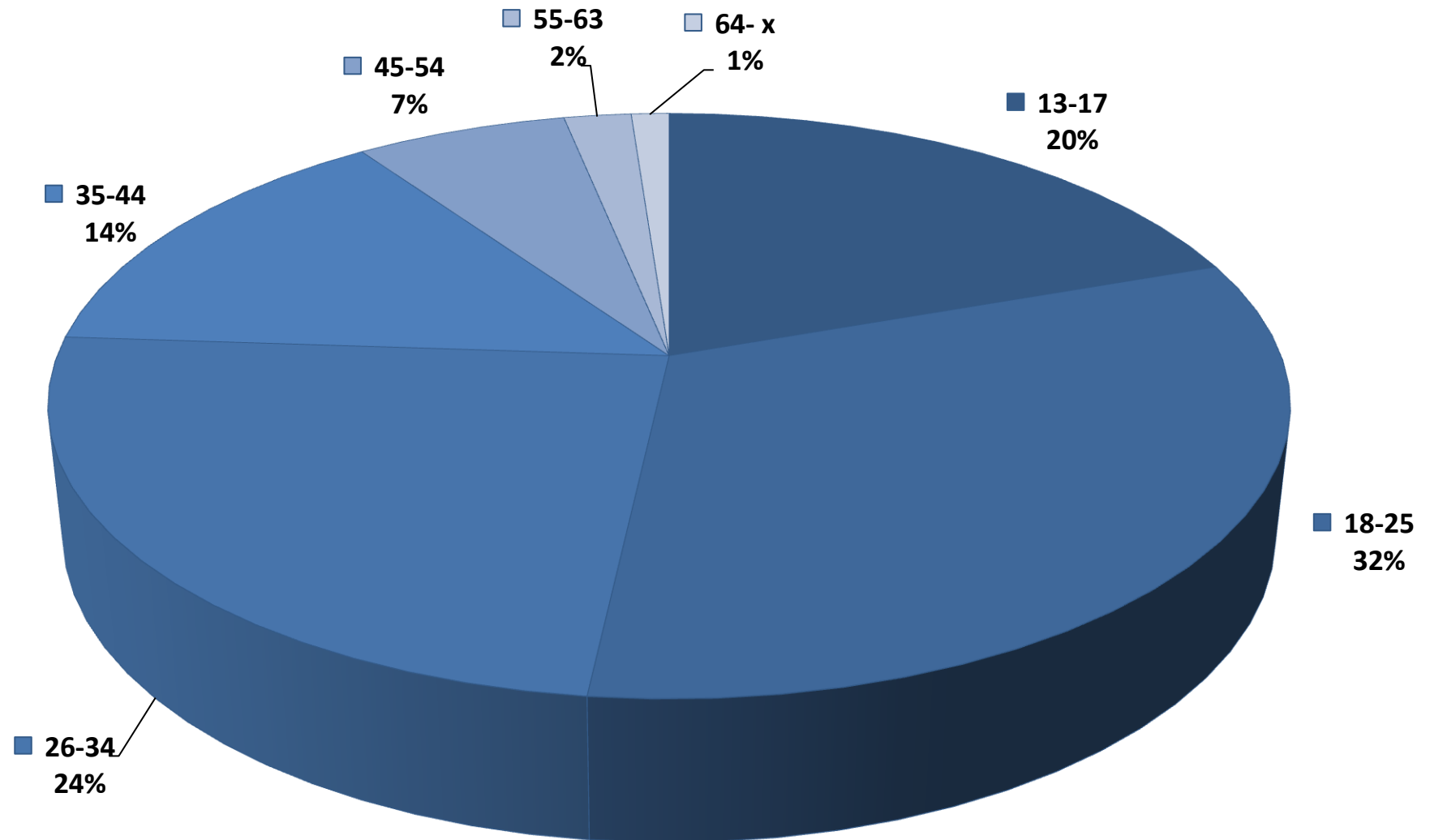


Geschlechtsmix Österreich



	13-17	18-25	26-34	35-44	45-54	55-63	64- x
Frauen	50.46%	49.93%	48.99%	45.01%	46.20%	43.22%	31.46%
Männer	47.45%	48.52%	49.74%	52.70%	51.20%	51.39%	62.43%

Altersmix Österreich



Sprachmix Österreich

