



**Hutter Consult GmbH**  
[www.hutter-consult.com](http://www.hutter-consult.com)

# Facebook

## Demographische Zahlen

### Schweiz – Deutschland – Österreich

#### per 31.08.2010

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.

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# Facebook Demographie D A CH

Stand 31.08.2010

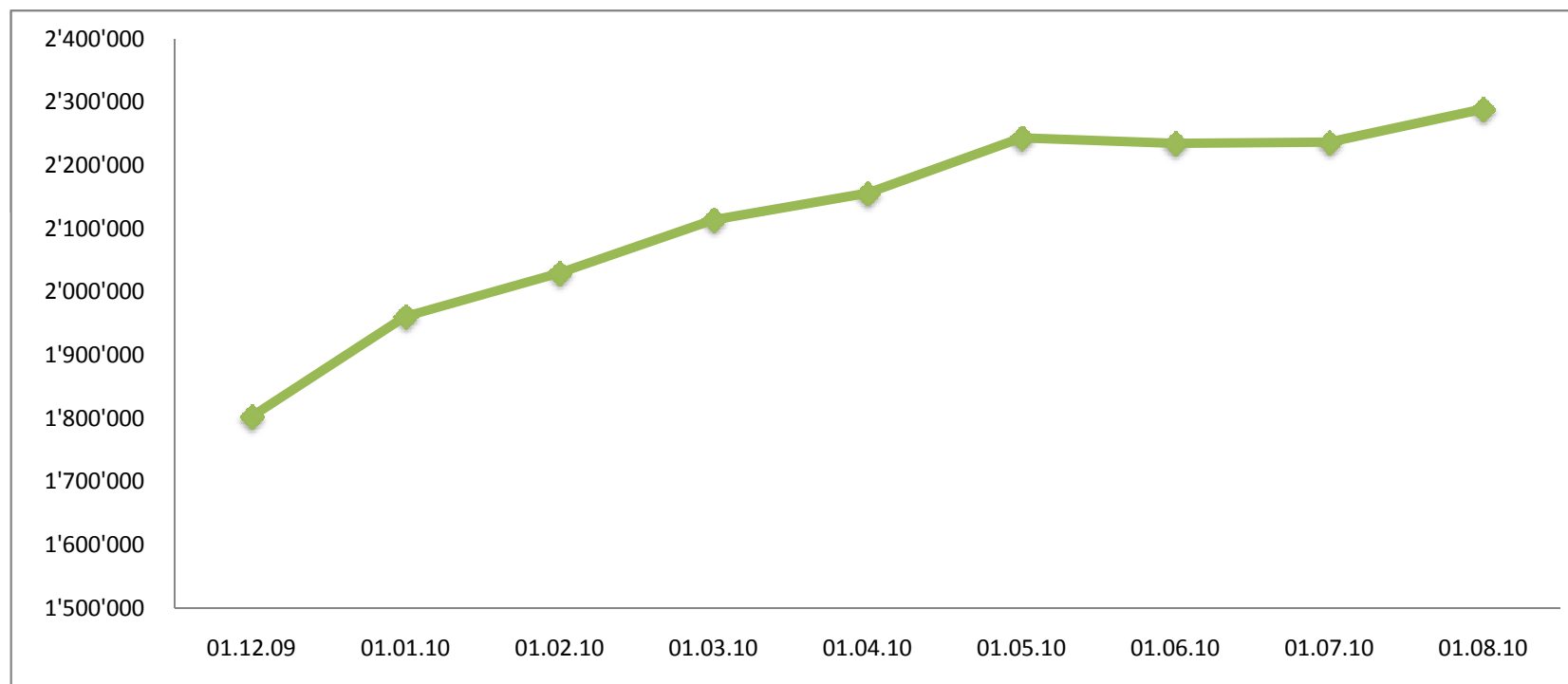
Schweiz											
Alter	Total					Zuwachs seit		Männer		Frauen	
	01.01.2010	31.05.2010	30.06.2010	31.07.2010	31.08.2010	31.07.2010	Alter %	31.08.2010	%	31.08.2010	Frauen %
13-17	266'580	333'100	338'460	341'820	342'180	0.11%	14.95%	159'700	46.67%	182'120	53.22%
18-25	564'720	671'560	657'600	657'020	667'440	1.59%	29.16%	331'080	49.60%	325'940	48.83%
26-34	469'900	584'560	577'620	574'920	580'880	1.04%	25.38%	293'720	50.56%	281'200	48.41%
35-44	287'420	367'620	369'520	367'320	383'120	4.30%	16.74%	197'460	51.54%	169'860	44.34%
45-54	139'380	185'040	187'780	188'740	200'440	6.20%	8.76%	99'660	49.72%	89'080	44.44%
55-63	49'180	65'940	66'480	67'920	72'600	6.89%	3.17%	36'840	50.74%	31'080	42.81%
64- x	24'980	35'440	36'740	38'600	41'920	8.60%	1.83%	24'340	58.06%	14'260	34.02%
<b>Total</b>	<b>1'802'160</b>	<b>2'243'260</b>	<b>2'234'200</b>	<b>2'236'340</b>	<b>2'288'580</b>	<b>2.34%</b>		<b>1'142'800</b>	<b>49.93%</b>	<b>1'145'780</b>	<b>50.07%</b>

Zuwachs seit 01.01.2010

26.99%

Penetration

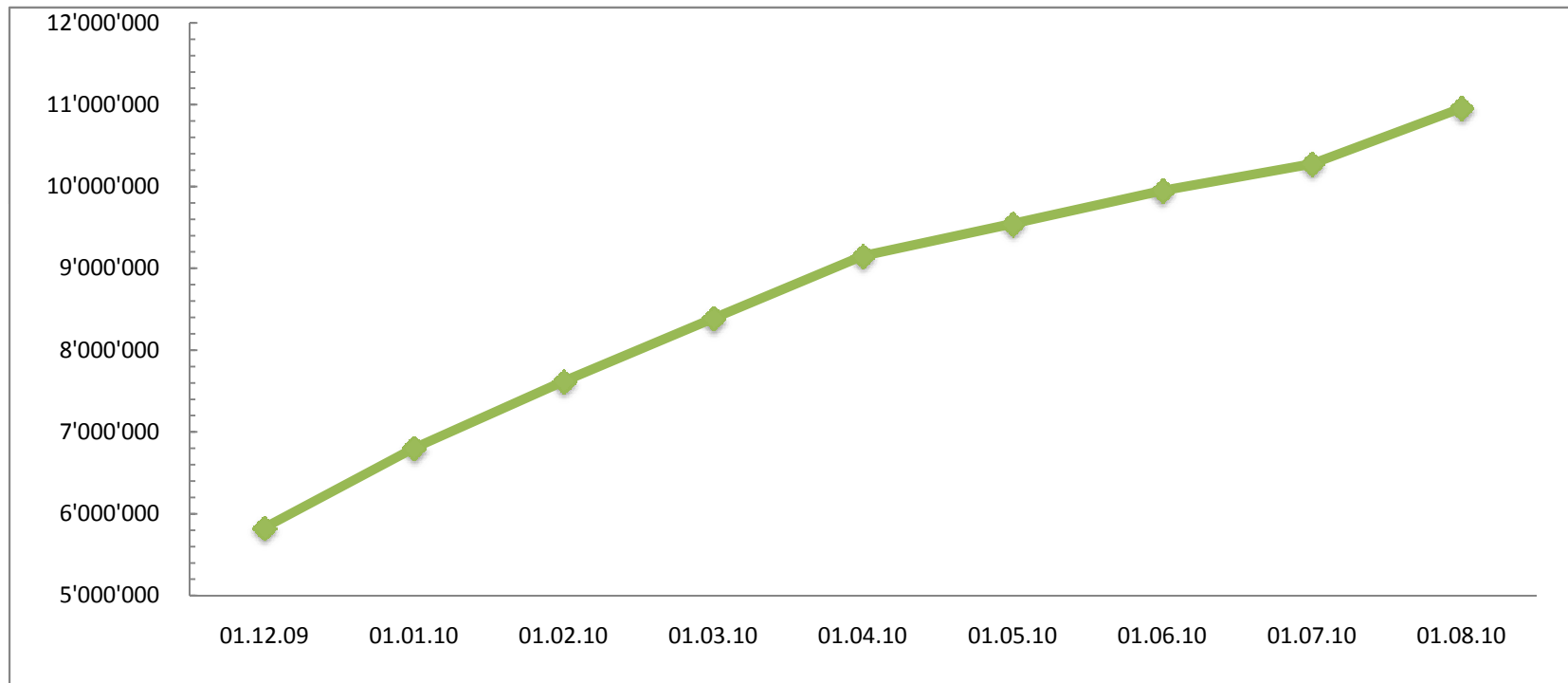
30.10%



# Facebook Demographie D A CH

Stand 31.08.2010

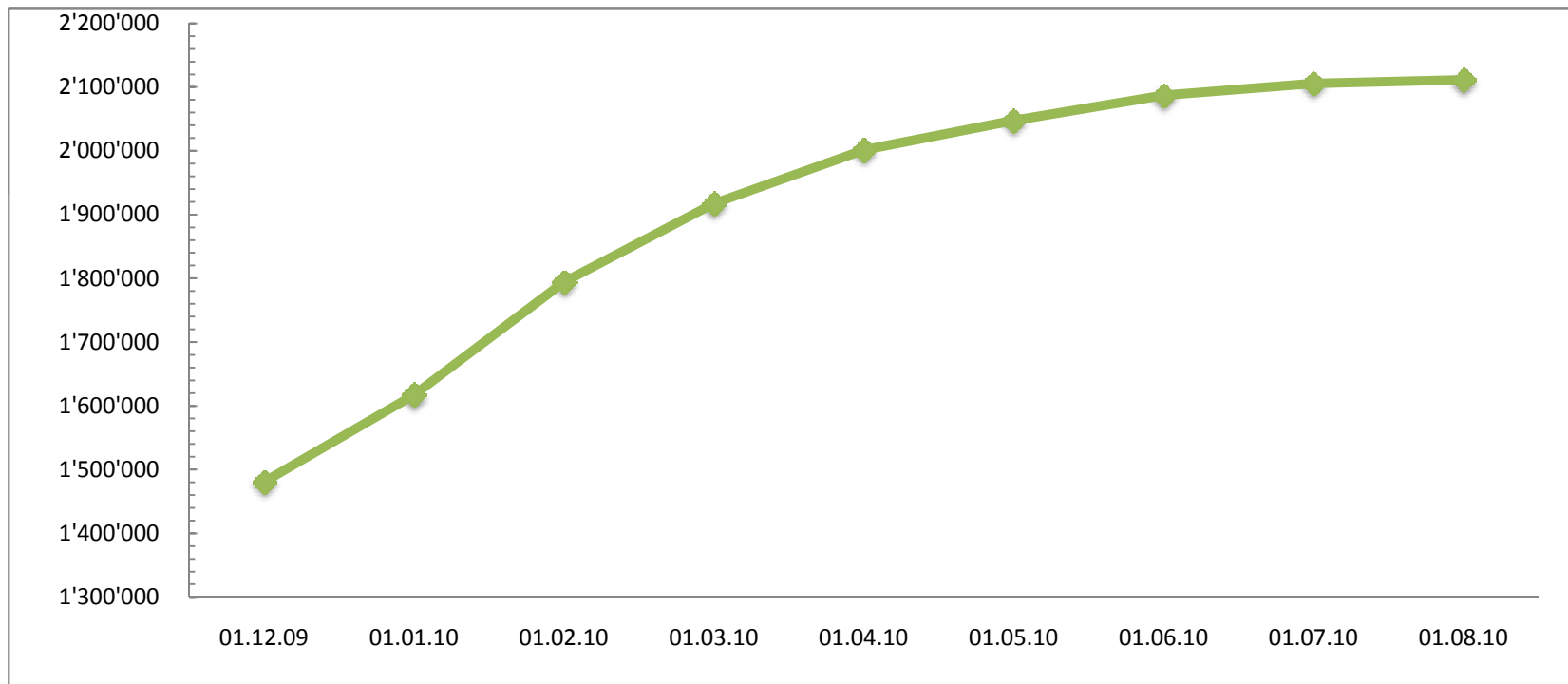
Deutschland											
Alter	Total					Zuwachs seit		Männer		Frauen	
	01.01.10	31.05.2010	30.06.2010	31.07.2010	31.08.2010	31.07.2010	Alter %	31.08.2010	%	31.08.2010	Frauen %
13-17	850'280	1'443'620	1'514'980	1'566'180	1'636'860	4.51%	14.94%	704'960	43.07%	931'900	56.93%
18-25	1'925'780	3'148'520	3'290'900	3'405'860	3'584'500	5.25%	32.71%	1'731'940	48.32%	1'852'560	51.68%
26-34	1'687'320	2'564'220	2'637'020	2'697'560	2'889'760	7.12%	26.37%	1'420'960	49.17%	1'468'800	50.83%
35-44	859'660	1'433'280	1'489'400	1'532'740	1'655'900	8.04%	15.11%	889'480	53.72%	766'420	46.28%
45-54	342'840	645'800	684'440	719'020	795'960	10.70%	7.26%	414'100	52.03%	381'860	47.97%
55-63	106'420	194'920	207'020	219'100	243'380	11.08%	2.22%	133'740	54.95%	109'640	45.05%
64- x	57'160	114'460	124'620	135'640	152'480	12.42%	1.39%	93'860	61.56%	58'620	38.44%
<b>Total</b>	<b>5'829'460</b>	<b>9'544'820</b>	<b>9'948'380</b>	<b>10'276'100</b>	<b>10'958'840</b>	<b>6.64%</b>		<b>5'389'040</b>	<b>49.18%</b>	<b>5'569'800</b>	<b>50.82%</b>
<b>Zuwachs seit 01.01.2010</b>						<b>87.99%</b>		<b>Penetration</b>		<b>13.31%</b>	



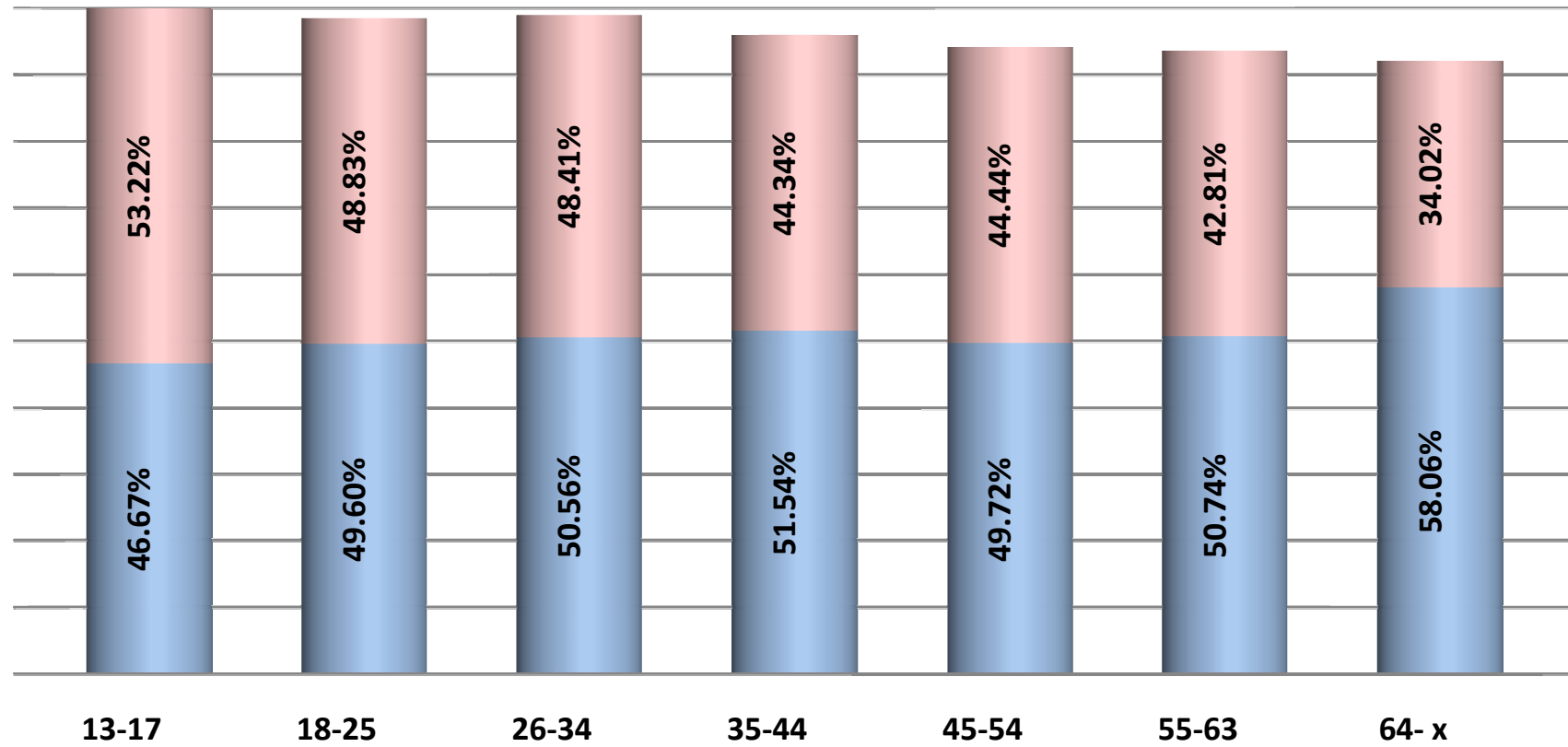
# Facebook Demographie D A CH

Stand 31.08.2010

Österreich											
Alter	Total					Zuwachs seit		Männer		Frauen	
	01.01.10	31.05.2010	30.06.2010	31.07.2010	31.08.2010	31.07.2010	Alter %	31.08.2010	%	31.08.2010	Frauen %
13-17	285'240	401'420	409'960	416'480	404'960	-2.77%	19.78%	193'480	47.78%	211'480	52.22%
18-25	507'680	660'260	670'660	673'880	662'020	-1.76%	32.00%	323'260	48.83%	338'760	51.17%
26-34	380'040	500'460	506'880	506'920	512'700	1.14%	24.07%	255'440	49.82%	257'260	50.18%
35-44	193'040	290'160	296'940	300'180	309'180	3.00%	14.25%	163'260	52.80%	145'920	47.20%
45-54	79'860	131'940	135'460	138'800	147'240	6.08%	6.59%	74'900	50.87%	72'340	49.13%
55-63	22'800	40'760	43'080	44'000	46'980	6.77%	2.09%	24'880	52.96%	22'100	47.04%
64- x	12'100	22'740	24'220	25'540	28'280	10.73%	1.21%	17'240	60.96%	11'040	39.04%
<b>Total</b>	<b>1'480'760</b>	<b>2'047'740</b>	<b>2'087'200</b>	<b>2'105'800</b>	<b>2'111'360</b>	<b>0.26%</b>		<b>1'052'460</b>	<b>49.85%</b>	<b>1'058'900</b>	<b>50.15%</b>
<b>Zuwachs seit 01.01.2010</b>						<b>42.59%</b>		<b>Penetration</b>		<b>25.72%</b>	

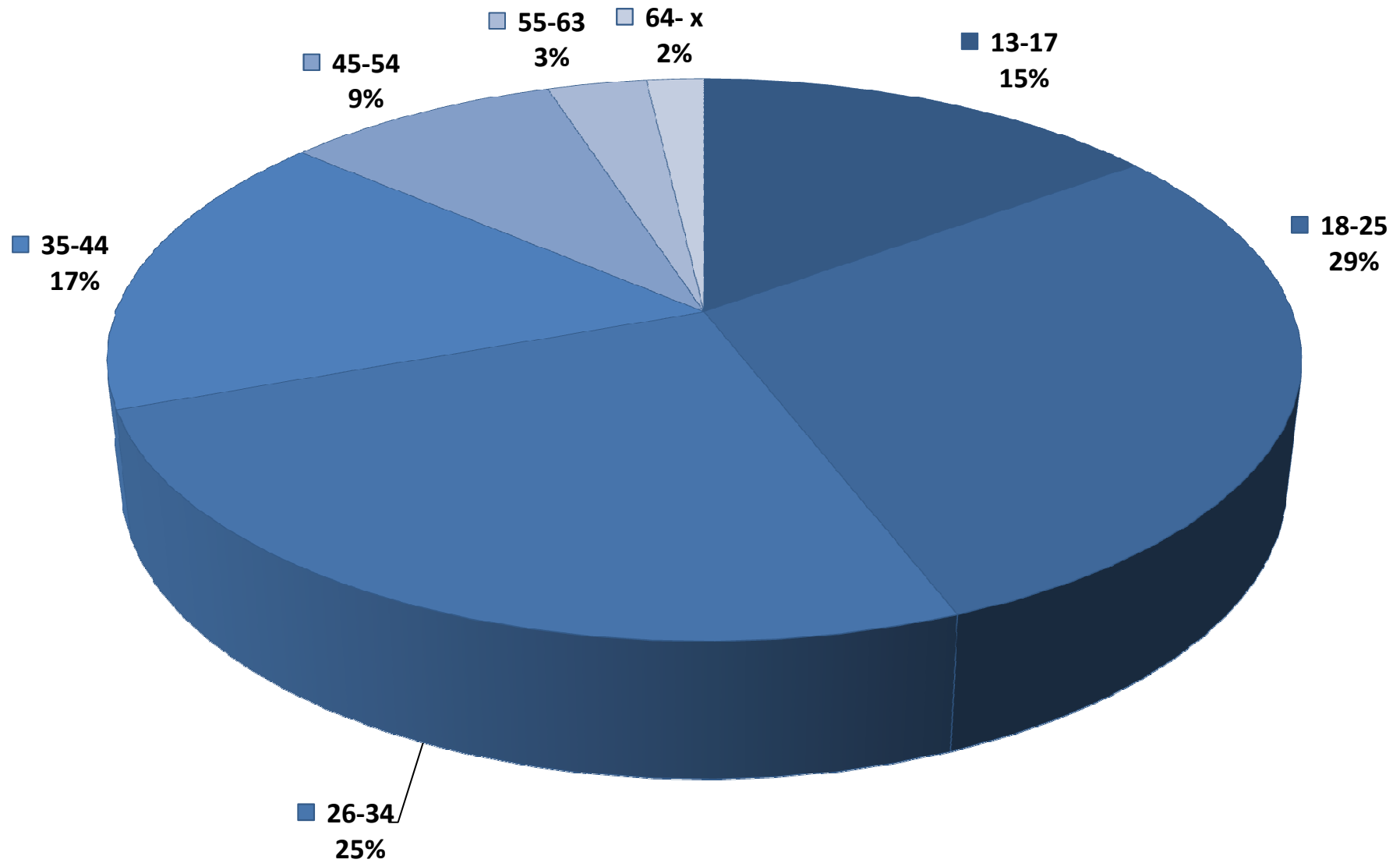


## Geschlechtsmix Schweiz

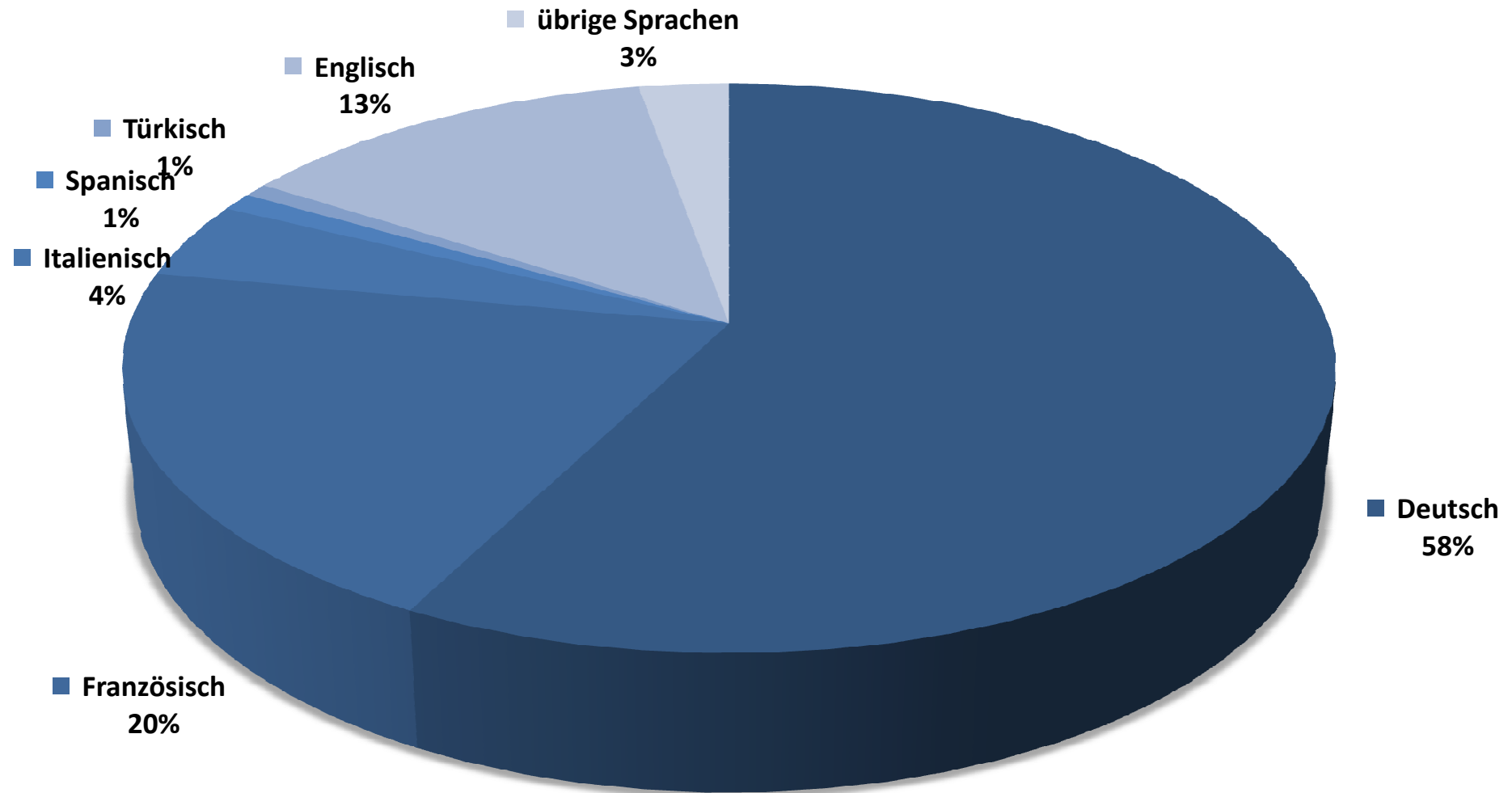


	13-17	18-25	26-34	35-44	45-54	55-63	64- x
Frauen	53.22%	48.83%	48.41%	44.34%	44.44%	42.81%	34.02%
Männer	46.67%	49.60%	50.56%	51.54%	49.72%	50.74%	58.06%

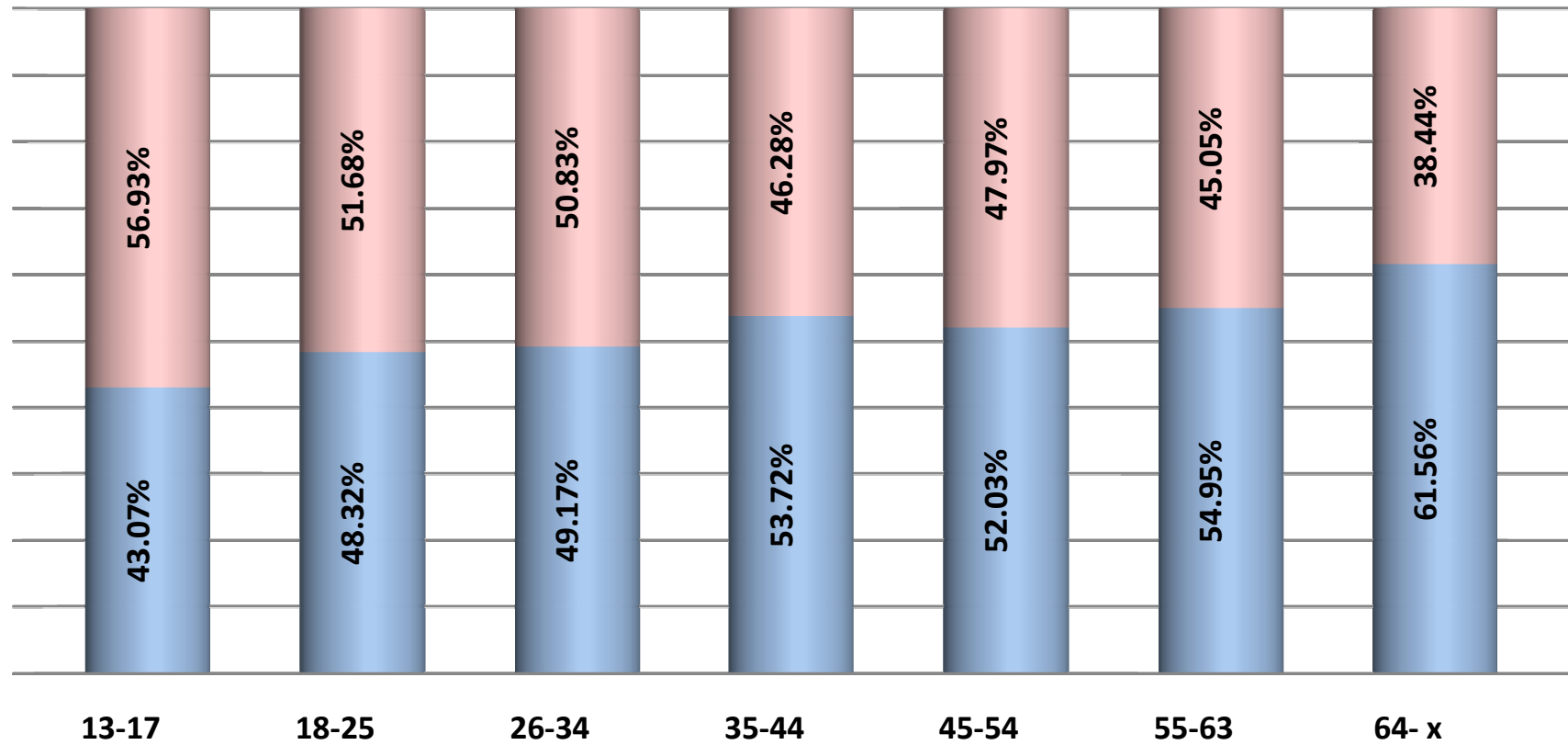
Altersmix Schweiz



Sprachmix Schweiz



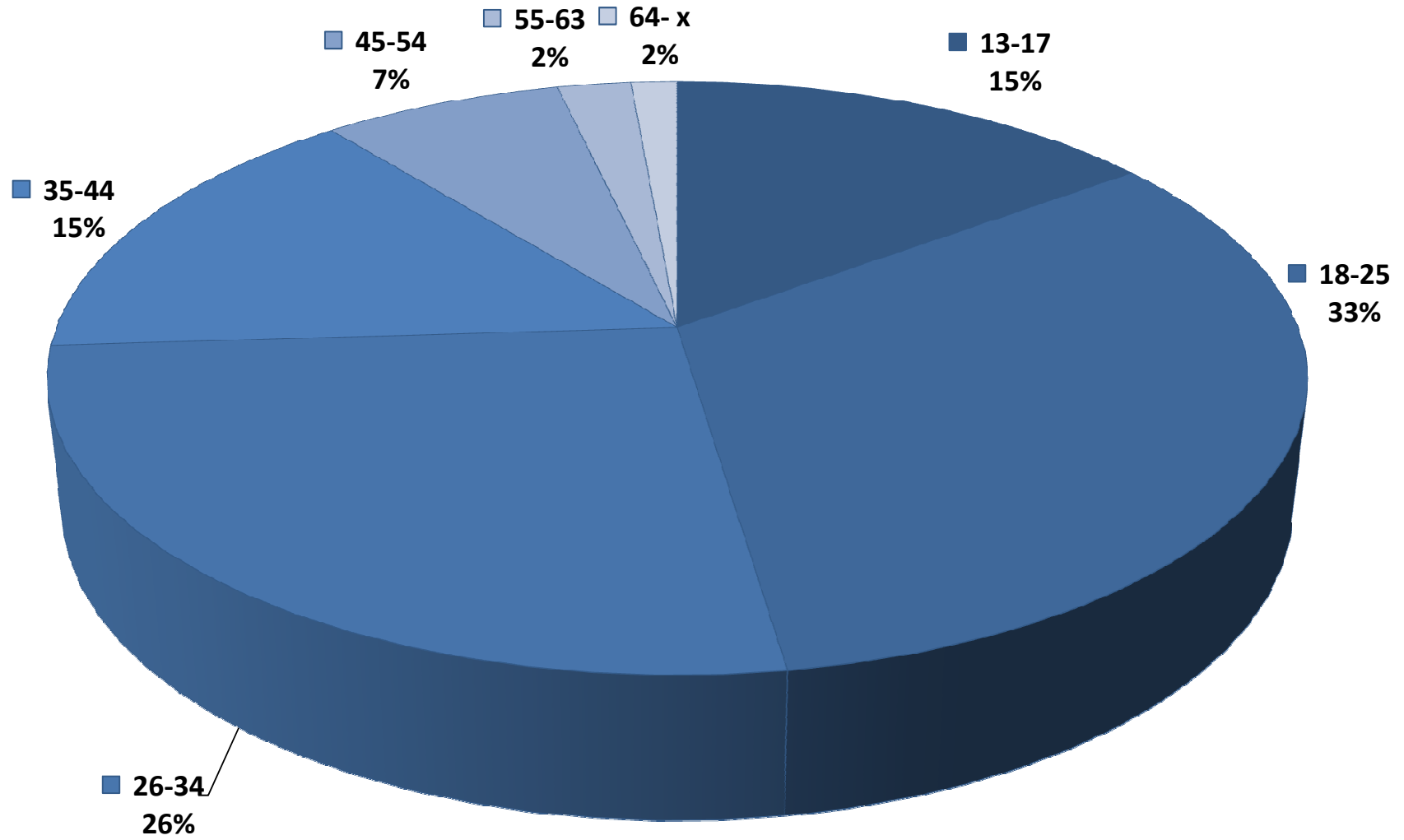
Geschlechtsmix Deutschland



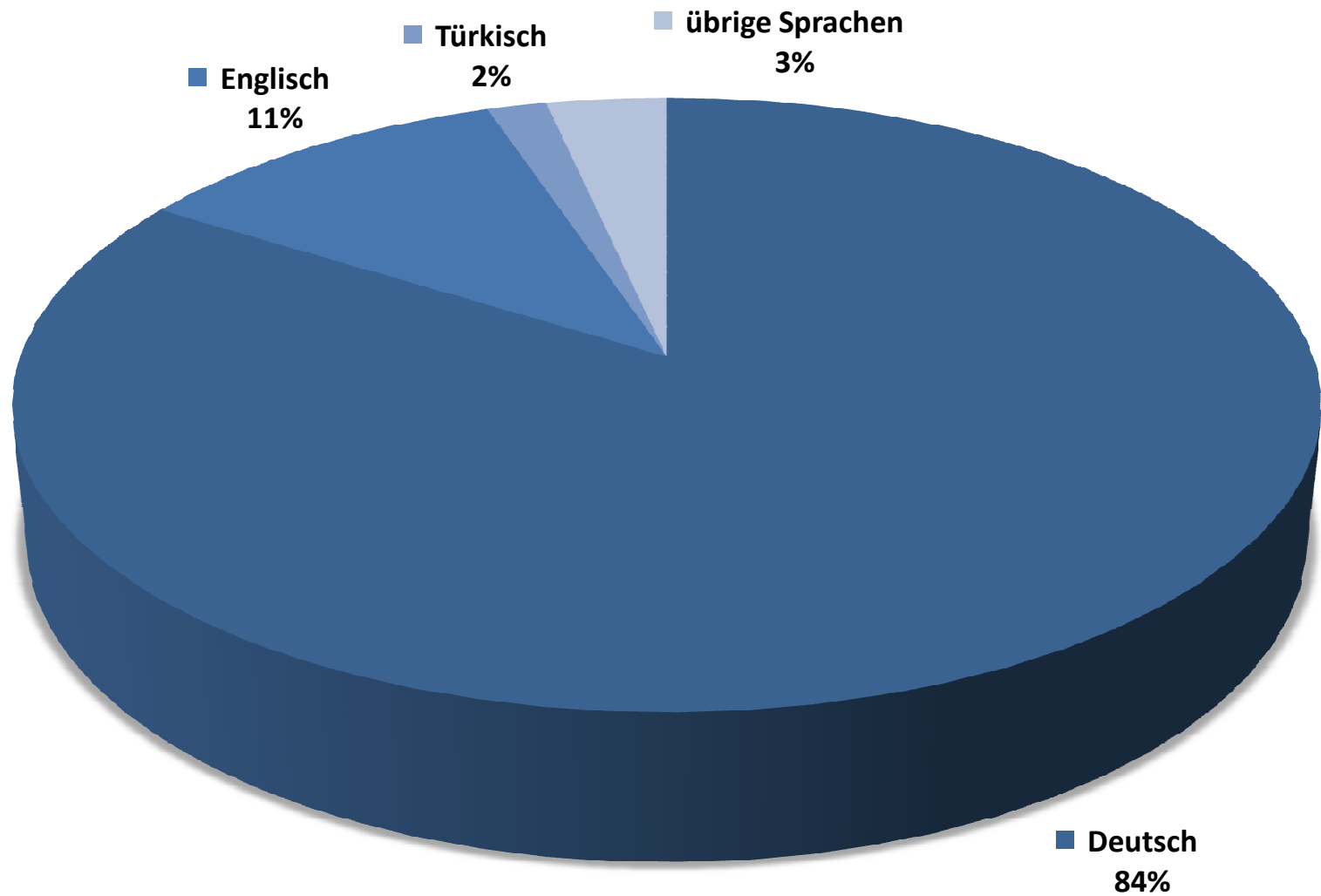
	13-17	18-25	26-34	35-44	45-54	55-63	64- x
Frauen	56.93%	51.68%	50.83%	46.28%	47.97%	45.05%	38.44%
Männer	43.07%	48.32%	49.17%	53.72%	52.03%	54.95%	61.56%



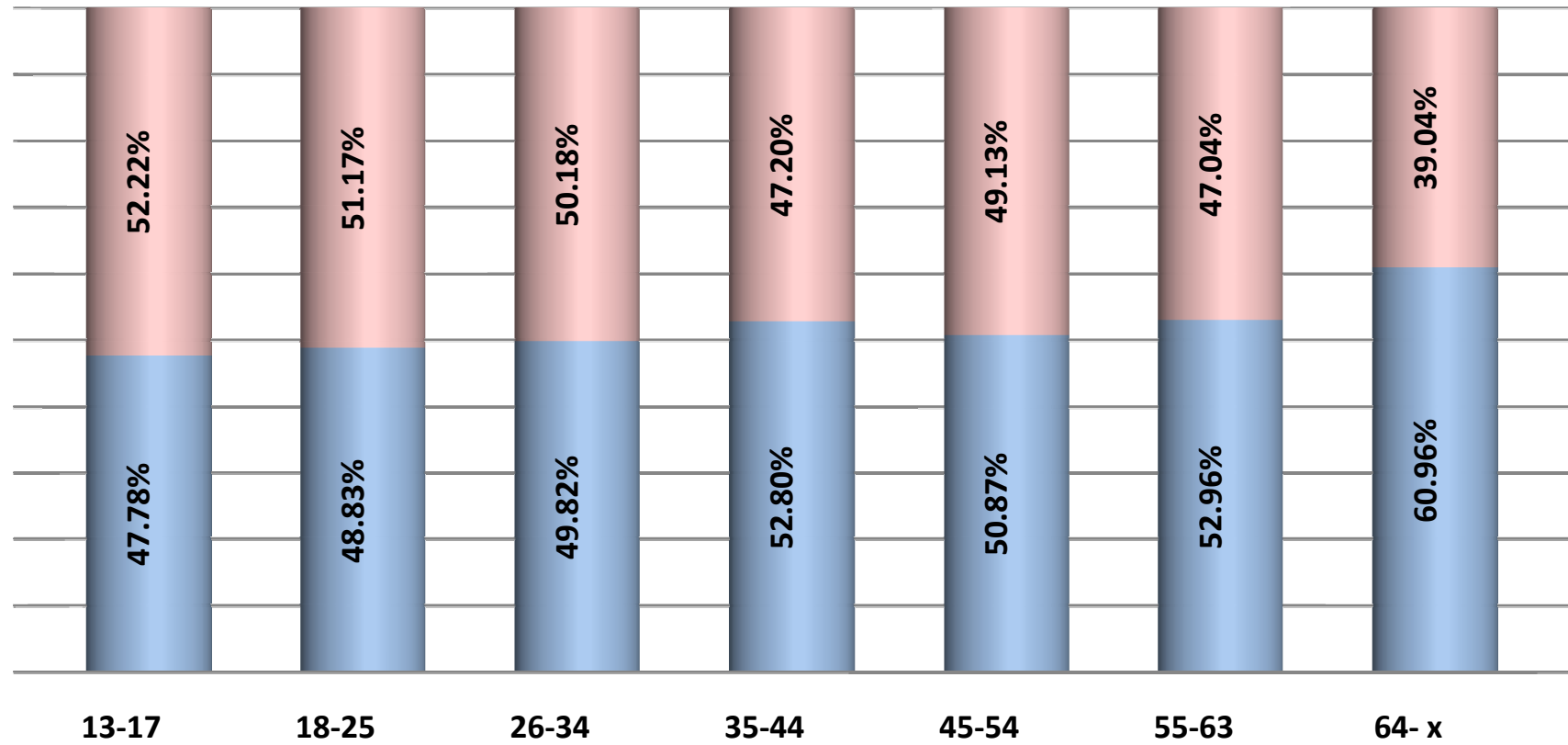
Altersmix Deutschland



Sprachmix Deutschland

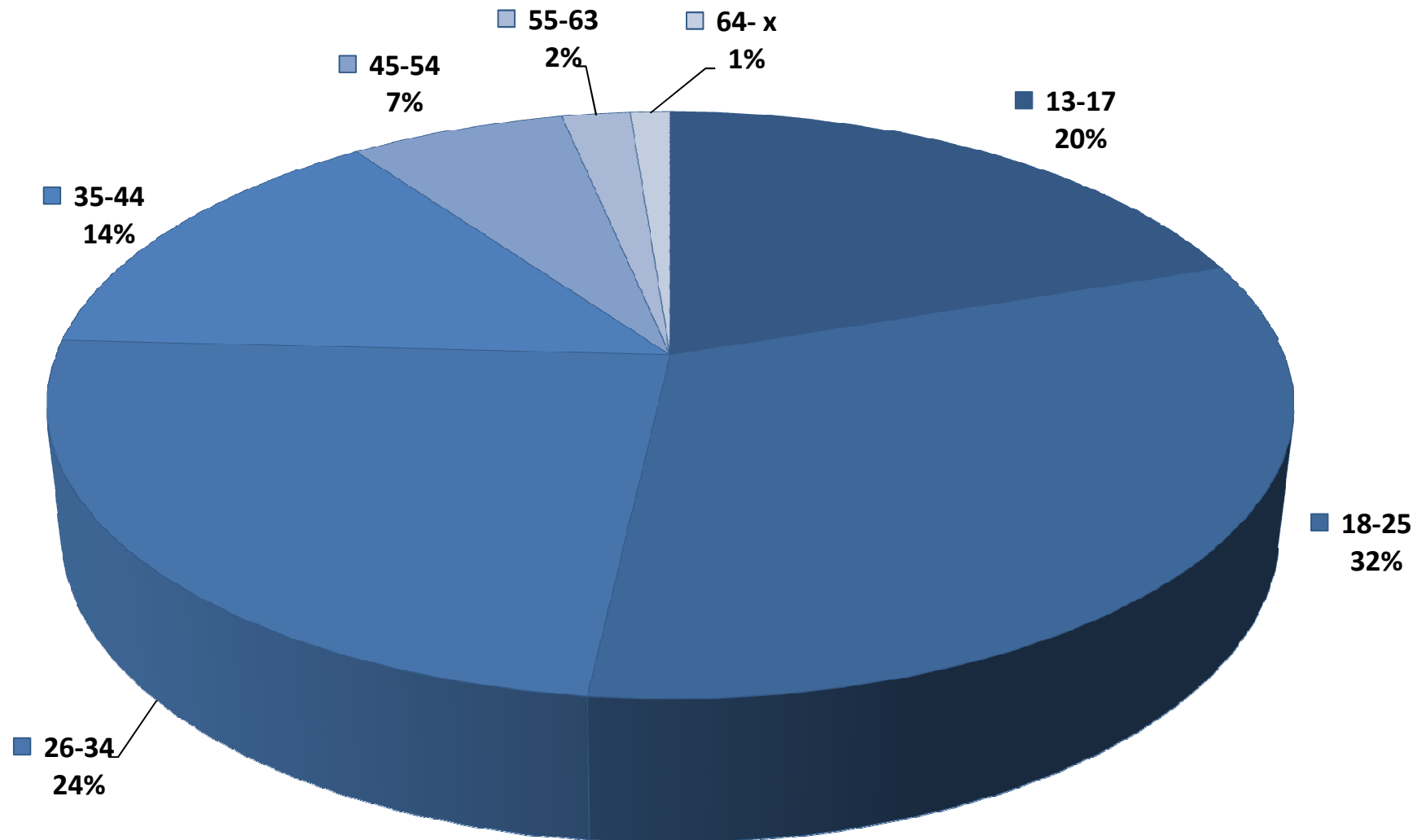


## Geschlechtsmix Österreich



	13-17	18-25	26-34	35-44	45-54	55-63	64- x
Frauen	52.22%	51.17%	50.18%	47.20%	49.13%	47.04%	39.04%
Männer	47.78%	48.83%	49.82%	52.80%	50.87%	52.96%	60.96%

Altersmix Österreich



Sprachmix Österreich

