

### **Network Summary:**

Based on data as of April 12, 2013

The number of people is 20M

Their average age is 32

### **Filter Summary:**

The number of people contained in this filter is 4.1K

Their average age is 34

- Page: Mercedes-Benz
- Gender: All
- Age: All
- Relationship Status: All
- Education Level: All
- Income: All
- Urbanicity: All
- Country Group: All
- Country: All
- State: All
- Metro Area: All
- Country of Origin: Brazil
- Language: All
- Psychographic Profile: All
- Affluence: All
- Influence: All
- Popularity Score: All
- Place: All

## Demographics

By People Count

Gender			Total	4,091	100%	
			Male	2,757	67%	
			Female	1,334	33%	
Relationship Status			Total	2,741	100%	
			Single	1,062	39%	
			Married	1,006	37%	
			In a Relationship	564	21%	
			Engaged	109	4%	
Age Brackets		Average	34	Total	2,149	100%
				13-16	55	3%
				17-21	186	9%
				22-28	544	25%
				29-35	538	25%
				36-45	494	23%
				46-58	290	13%
				59-70	28	1%
				71+	14	1%
Education Level			Total	3,548	100%	
			High School	552	16%	
			College	2,267	64%	
			Graduate School	729	21%	

Urbanicity			Total	3,583	100%		
			Urban	3,275	91%		
			Rural	308	9%		
Income Brackets			Average	\$18k	Total	3,571	100%
					Less than \$25K	3,049	85%
					\$25K-\$35K	204	6%
					\$35K-\$50K	139	4%
					\$50K-\$60K	42	1%
					\$60K-\$80K	97	3%
					\$80K-\$100K	15	0%
					\$100K-\$140K	19	1%
					\$140K-\$160K	4	0%
					\$160K-\$200K	2	0%
Language *			Total	3,942	96%		
					Portuguese (Brazil)	3,081	75%
					English (US)	376	9%
					Portuguese (Portugal)	365	9%
					Spanish	64	2%
					English (UK)	56	1%
Metro Area *			Total	2,455	73%		
					São Paulo	1,592	47%
					Rio de Janeiro	568	17%
					Lisbon	134	4%
					Porto	83	2%
					Brasília	78	2%

Country *	Total	3,636	94%
Brazil		3,152	82%
Portugal		305	8%
United States		115	3%
Italy		37	1%
Germany		27	1%

\* Top 5 are listed