## Wisdom Professional

## Network Summary:

Based on data as of April 12, 2013
The number of people is 20 M
Their average age is 32

## Filter Summary:

The number of fans contained in this filter is 431
Their average age is 24

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


## Wisdom Professional

## Demographics

| Gender |  |  | Total | 430 | 100\% |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Male | 223 | 52\% |
|  |  |  | Female | 207 | 48\% |
| Relationship Status |  |  | Total | 293 | 100\% |
|  |  |  | Single | 137 | 47\% |
|  |  |  | In a Relationship | 93 | 32\% |
|  |  |  | Married | 51 | 17\% |
|  |  |  | Engaged | 12 | 4\% |
| Age Brackets | Average | 24 | Total | 286 | 100\% |
|  |  |  | 13-16 | 16 | 6\% |
|  |  |  | 17-21 | 82 | 29\% |
|  |  |  | 22-28 | 144 | 50\% |
|  |  |  | 29-35 | 36 | 13\% |
|  |  |  | 36-45 | 6 | 2\% |
|  |  |  | 46-58 | 2 | 1\% |
| Education Level |  |  | Total | 367 | 100\% |
|  |  |  | High School | 117 | 32\% |
|  |  |  | College | 224 | 61\% |
|  |  |  | Graduate School | 26 | 7\% |
| Urbanicity |  |  | Total | 384 | 100\% |
|  |  |  | Urban | 354 | 92\% |
|  |  |  | Rural | 30 | 8\% |

## Wisdom Professional

| Income Brackets | Average | \$9k | Total | 359 | 100\% |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Less than \$25K | 358 | 100\% |
|  |  |  | \$25K-\$35K | 1 | 0\% |
| Language * |  |  | Total | 429 | 100\% |
|  |  |  | Portuguese (Brazil) | 409 | 95\% |
|  |  |  | English (US) | 11 | 3\% |
|  |  |  | Portuguese (Portugal) | 6 | 1\% |
|  |  |  | German | 2 | 0\% |
|  |  |  | Catalan | 1 | 0\% |
| Metro Area * |  |  | Total | 257 | 73\% |
|  |  |  | Rio de Janeiro | 131 | 37\% |
|  |  |  | São Paulo | 73 | 21\% |
|  |  |  | Brasília | 19 | 5\% |
|  |  |  | Belo Horizonte | 17 | 5\% |
|  |  |  | Porto Alegre | 17 | 5\% |
| Country * |  |  | Total | 431 | 100\% |
|  |  |  | Brazil | 431 | 100\% |

* Top 5 are listed

