

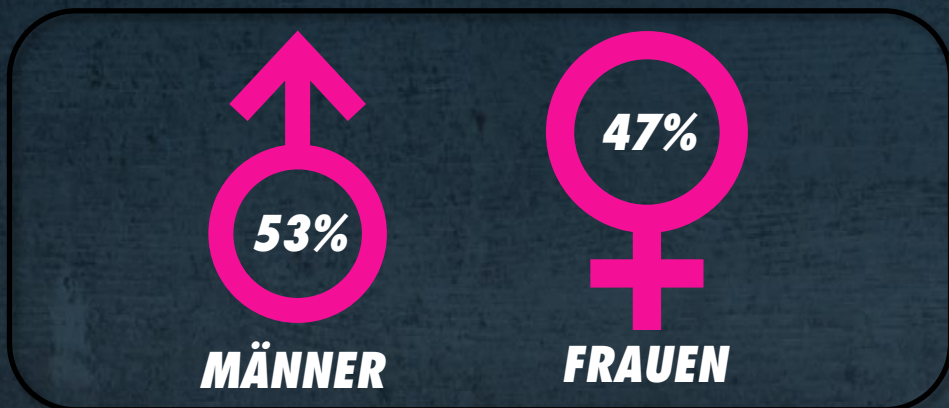


MEDIADATEN
D-CH & W-CH

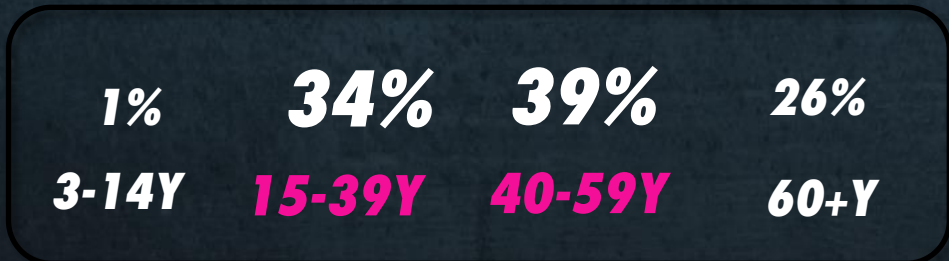
watson

MEDIADATEN D-CH

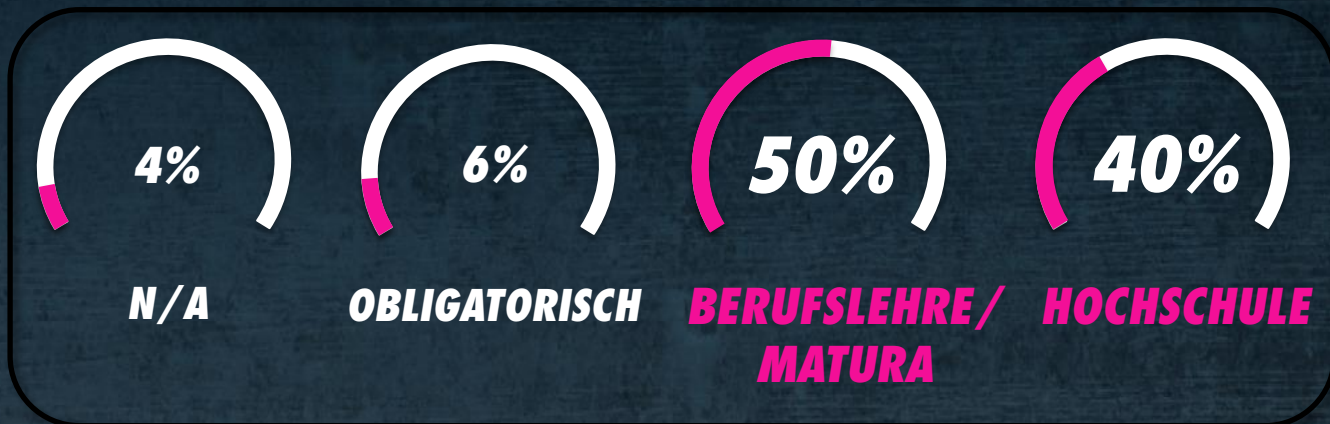
GESCHLECHT.



ALTER.



AUSBILDUNG.



EINKOMMEN.



Quelle: mediapulse online content audience data (yumi analytics web), 01.01-31.03.2023

SOCIAL MEDIA DATEN D-CH

watson_news



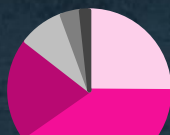
MÄNNER:

47%



FRAUEN:

53%



ALTER:



INSTAGRAM: 130'000 FOLLOWERS

watson_news



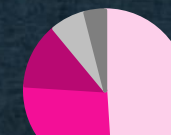
MÄNNER:

69%

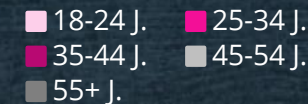


FRAUEN:

31%



ALTER:



TIKTOK: 131'000 FOLLOWERS

watson_news



MÄNNER:

46%



FRAUEN:

54%



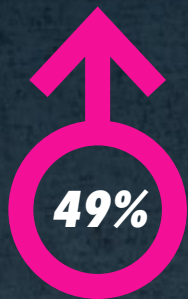
ALTER:



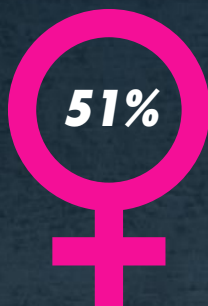
FACEBOOK: 334'700 FOLLOWERS

MEDIADATEN W-CH

GESCHLECHT.

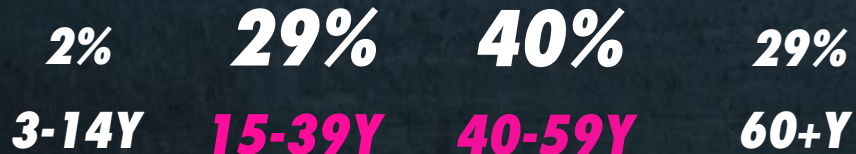


MÄNNER

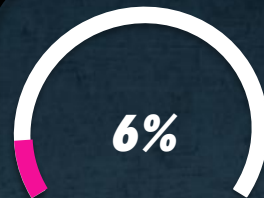


FRAUEN

ALTER.



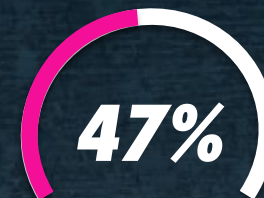
AUSBILDUNG.



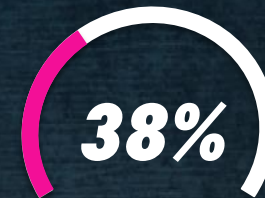
N/A



OBLIGATORISCH



BERUFSLEHRE
/ MATURA



HOCHSCHULE

EINKOMMEN.



35%
> 9000 CHF

2%
N/A

18%
< 4500 CHF

18%
4500-5999 CHF

27%
6000-8999 CHF

Quelle: mediapulse online content audience data (yumi analytics web), 01.01-31.03.2023

SOCIAL MEDIA DATEN W-CH

watson actu



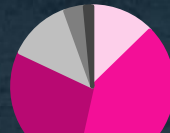
MÄNNER:

38%



FRAUEN:

62%



ALTER:



INSTAGRAM: 13'800 FOLLOWERS

watson actu



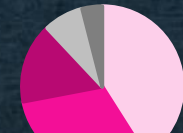
MÄNNER:

67%

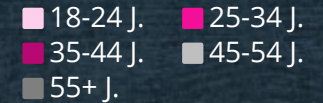


FRAUEN:

33%



ALTER:



TIKTOK: 134'600 FOLLOWERS

watson actu



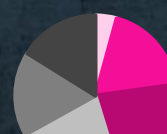
MÄNNER:

45%

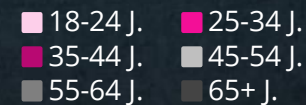


FRAUEN:

55%



ALTER:



FACEBOOK: 38'800 FOLLOWERS

watson