Main Panel Demographics

Brazil

N = 82,000 approx

Last Updated - March 2024

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	14.7	21.9	13.0	5.3	3.5	58.4
Females	8.7	16.3	10.0	4.5	2.1	41.6
Total	23.4	38.2	23.0	9.7	5.6	100.0

Lives in...		**% of Total**
o	São Paulo	31.7
o	Rio de Janeiro	16.5
o	Salvador	9.3
o	Brasília	4.7
o	Fortaleza	4.6
o	None of the above	33.2

Level of completed Education...		**% of Total**
o	Basic High School or below	15.2
o	After High School, some training or Trade	42.6
o	Completed University to a Degree / Diploma	35.6
o	Post University, eg. Masters / Doctor	6.5

Currently Employed Full Time as...		**% of Total**
o	Small business / Self Employed	19.4
o	Cxx Level / President	2.4
o	Director or above	7.4
o	Senior Manager	12.5
o	Middle Level Manager / Supervisor	15.8
o	Other Employee	42.6

Total Household Income Classification		**% of Total**
o	A1 / A2	28.0
o	B 1 / B 2	52.0
o	C1 / C2	20.0

Family Status...		**%**
o	Never been married	33.4
o	Married / deFacto	52.5
o	Separated / Widowed	14.1

All data current at time of publication and based on the 228 point profile available to all members at SpiderMetrix.com (c) 2024