

# Online Media in Baltic States

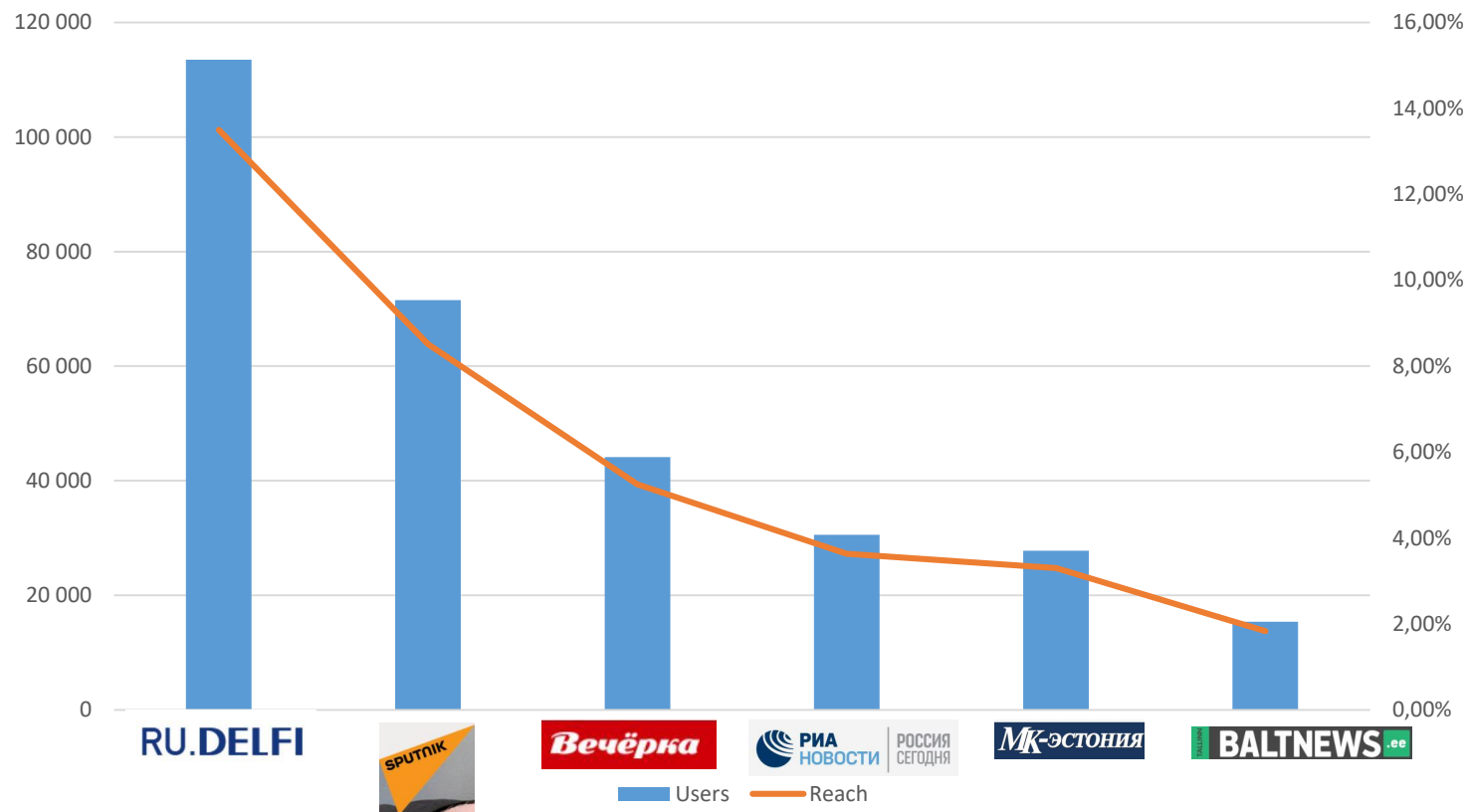
February 2017



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# Reach/Users



PC **114 174** (15,19%)  
Mobile **101 848** (17,06%)



# Socio-demographic



**51,61% Female / 51,64%**



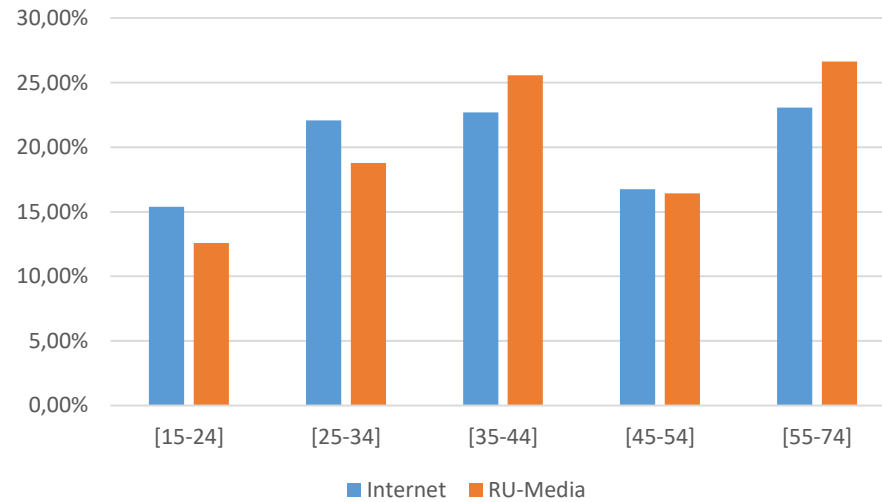
**34,38% Vocational / 26,40%**



**47,96% Tallinn / 31,68%**

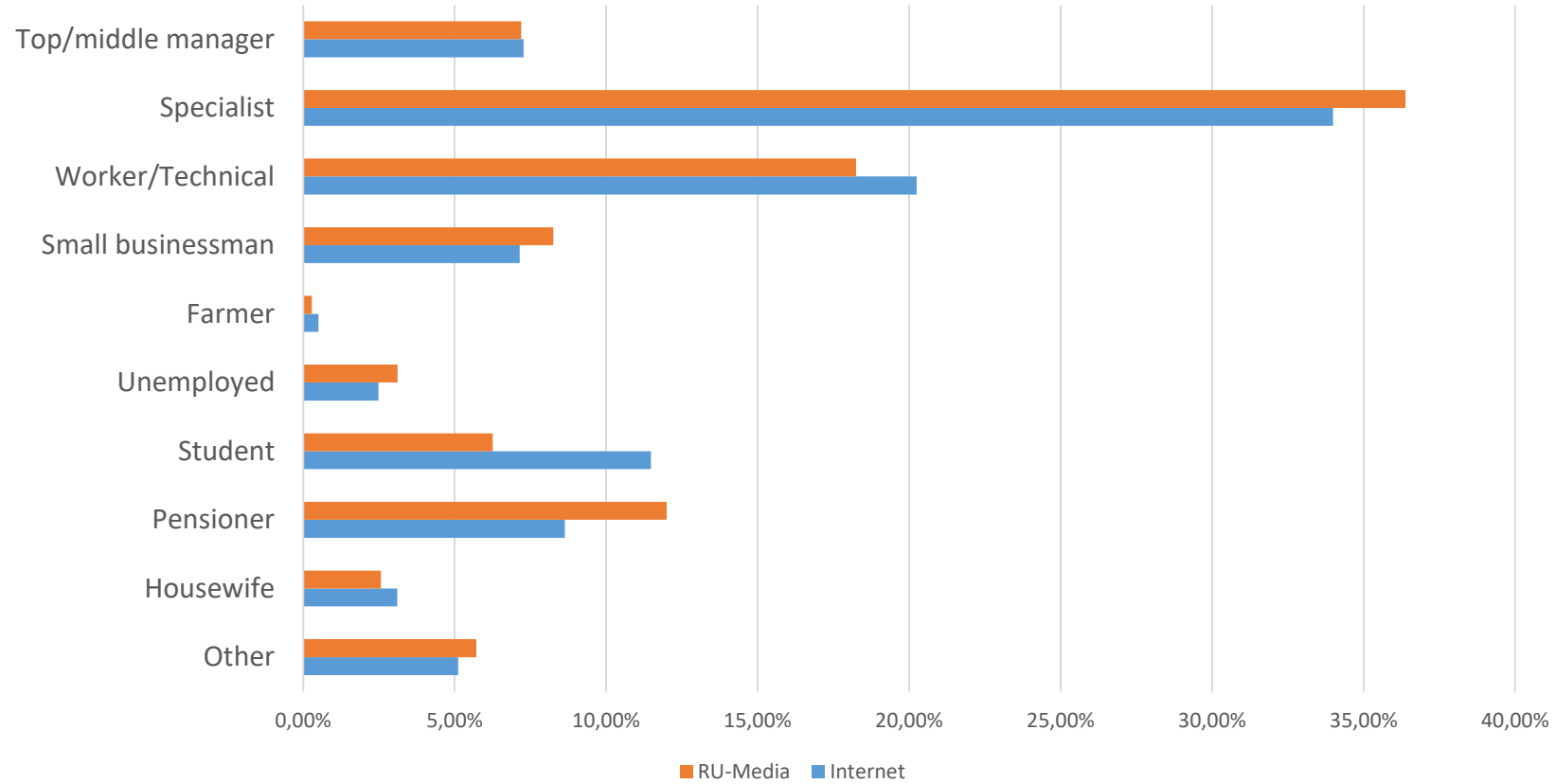


**31,69% 200-600EUR / 27,55%**



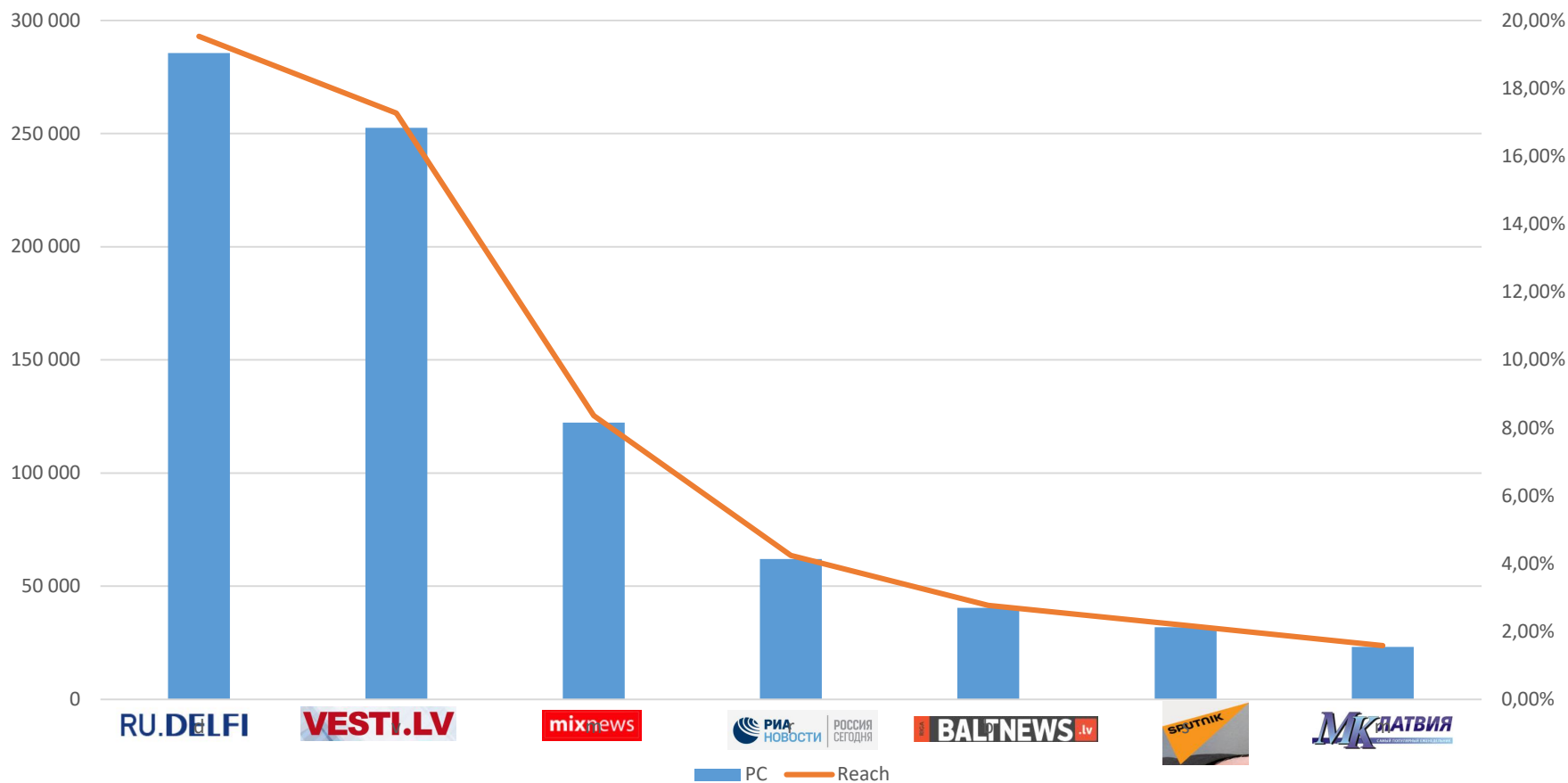


# Activities





# Reach/Users



PC **387 657** (30,45%)  
Mobile **106 906** (12,58%)

Source: gemiusAudience, 02/2017



# Socio-demographic



**50,72% Male / 48,10%**



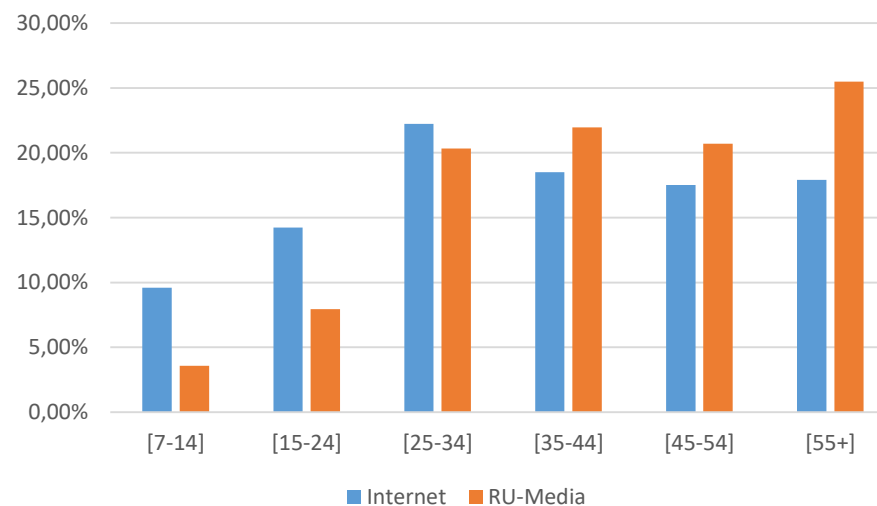
**36,58% Vocational / 30,02%**



**48,82% Riga / 40,68%**

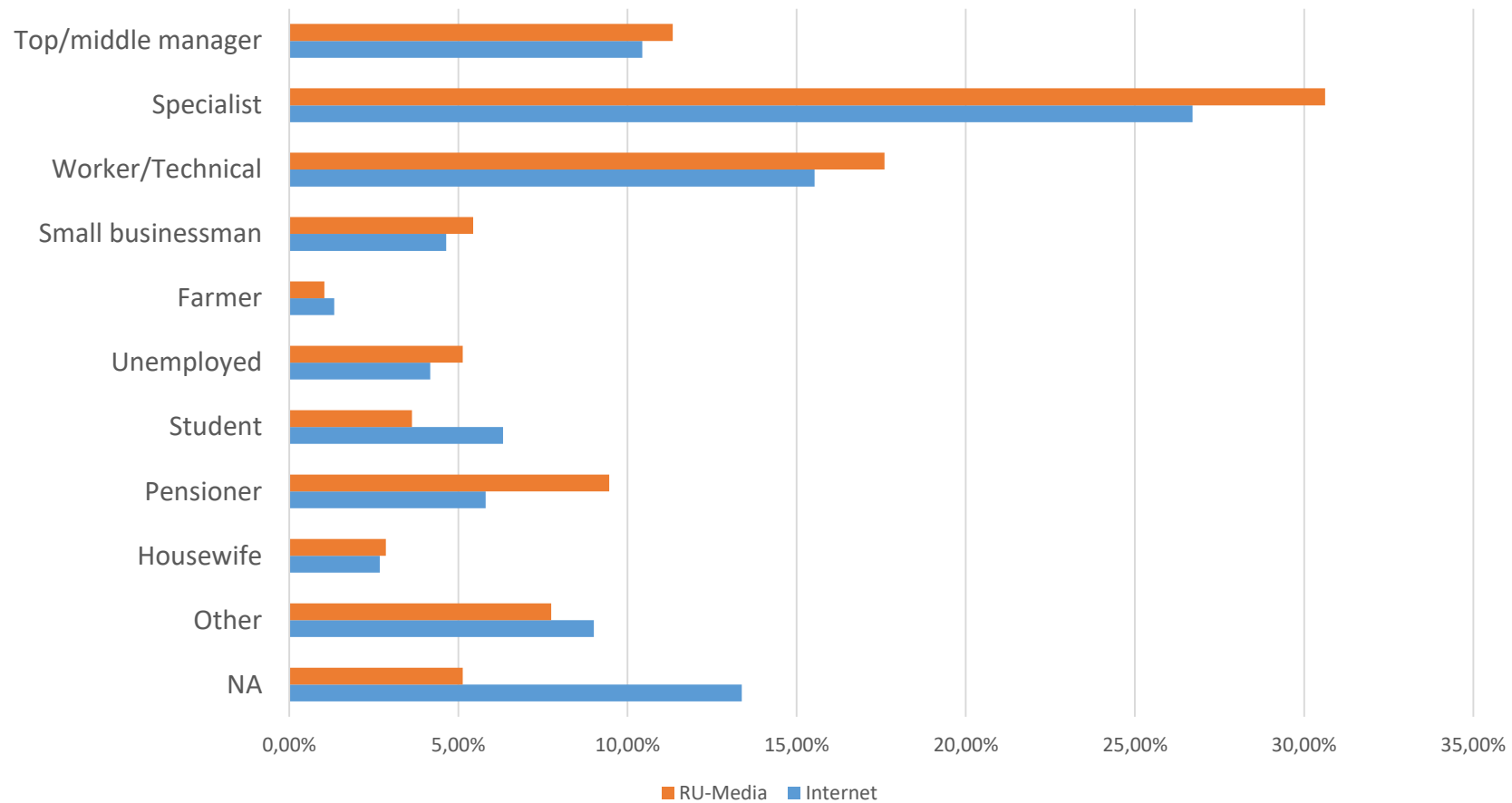


**32,45% 271-560EUR / 28,29%**



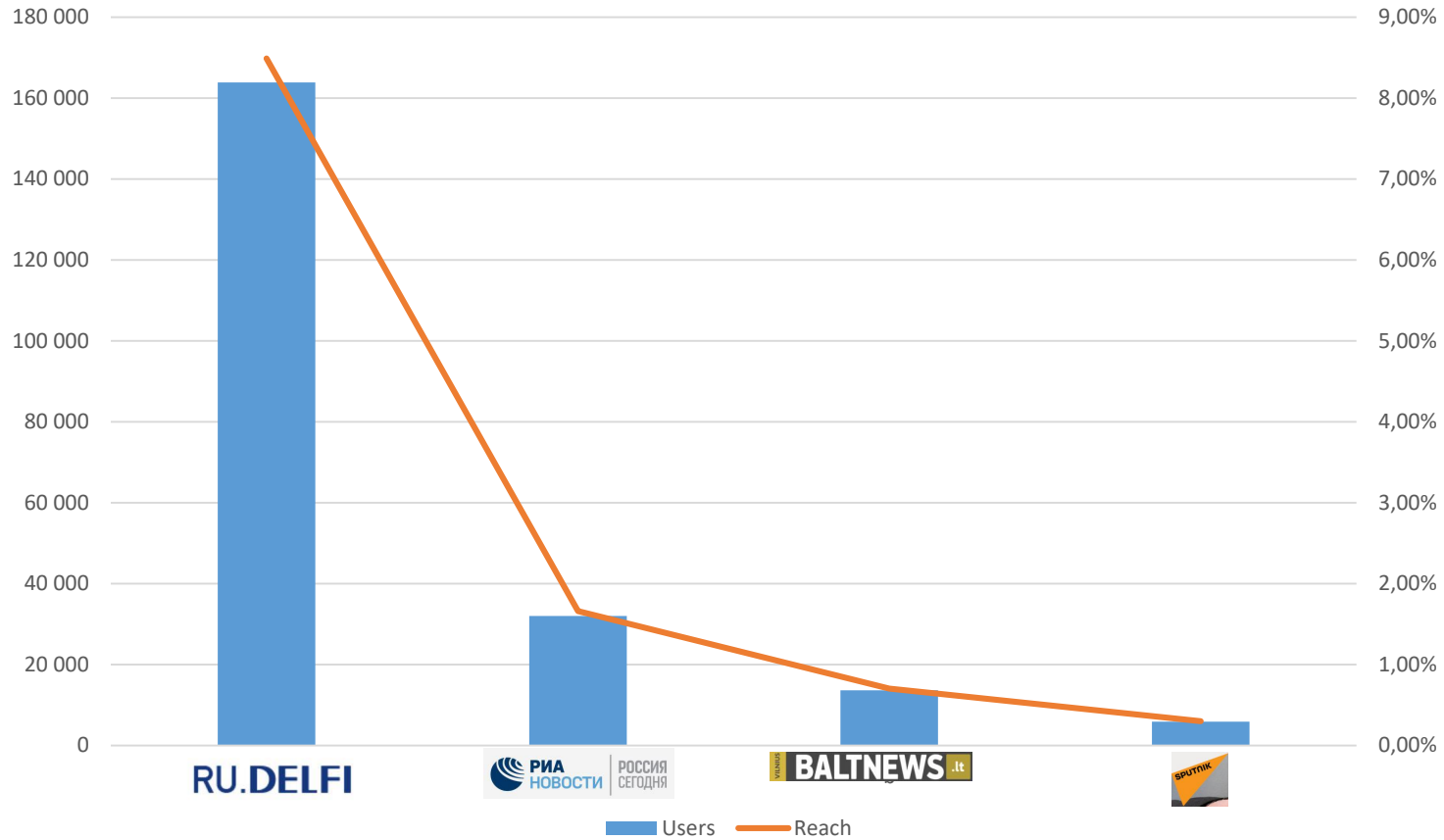


# Activities





# Reach/Users



PC **171 649 (9,59%)**





# Socio-demographic



**50,95% Male / 47,45%**



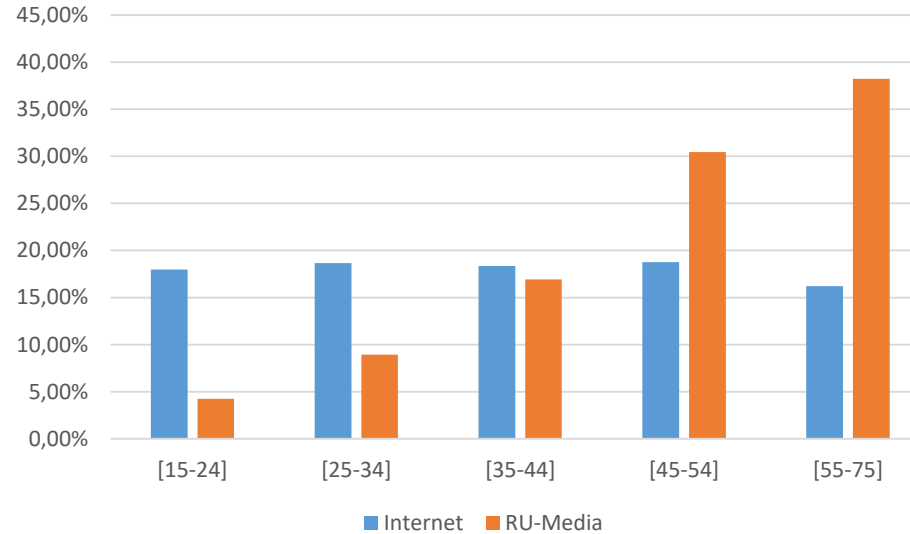
**37,50% Higher / 27,75%**



**32,04% Vilnius / 26,51%**

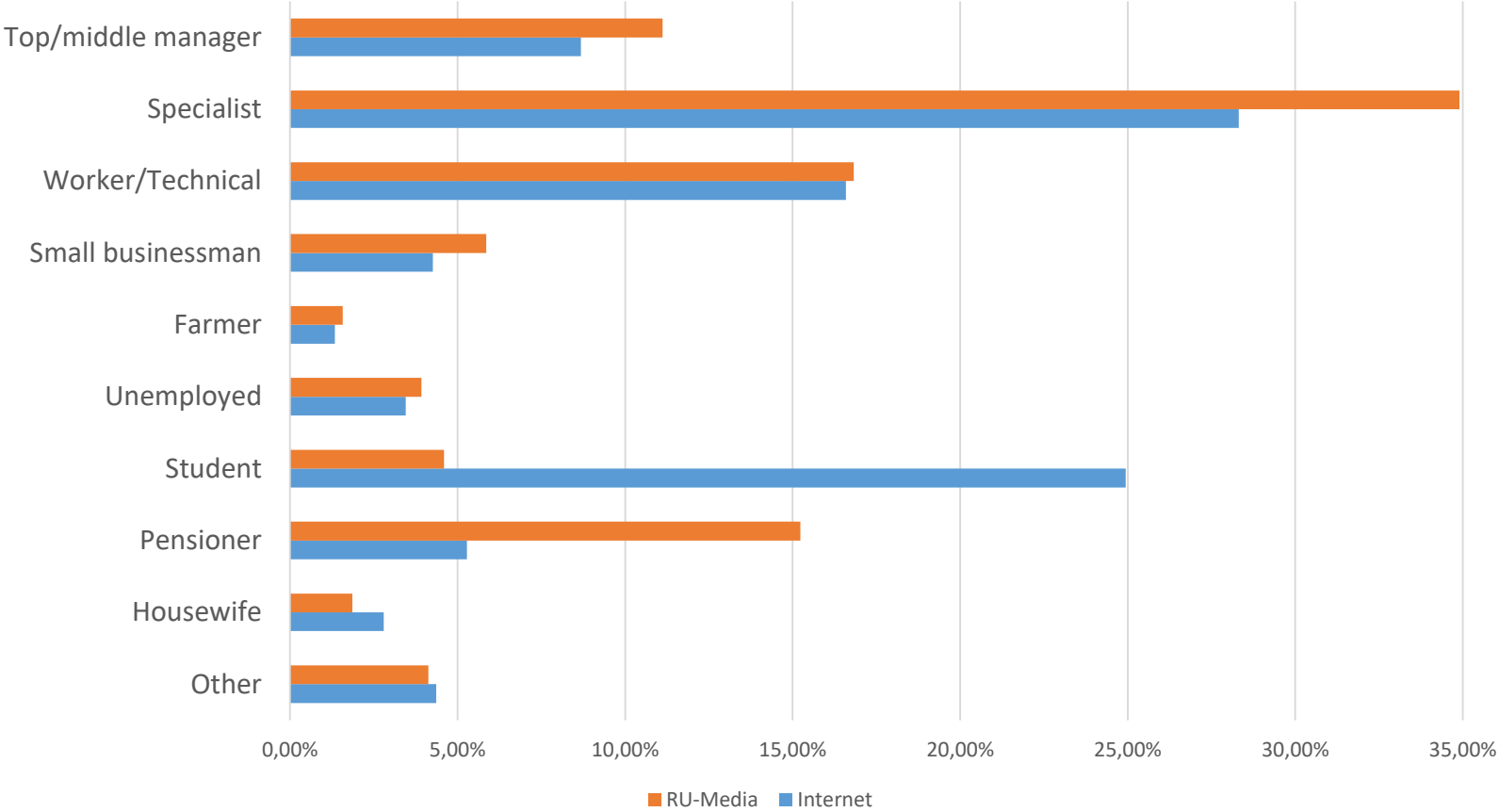


**31,32% 200-600EUR / 21,92%**



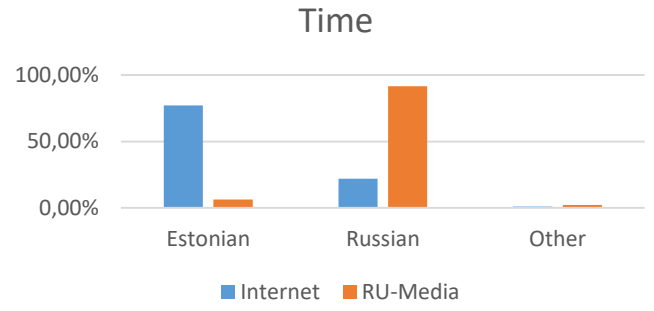
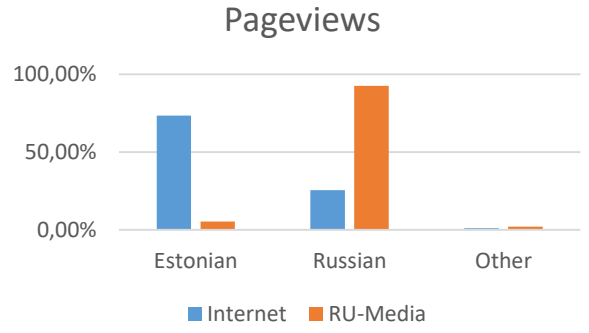
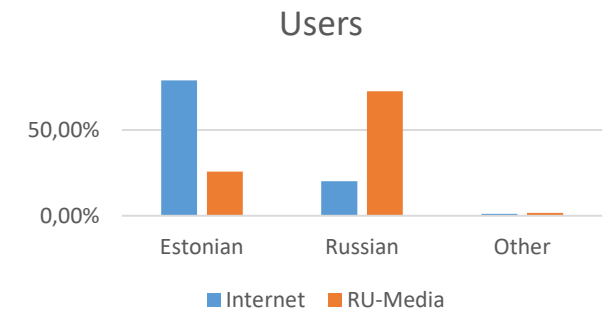
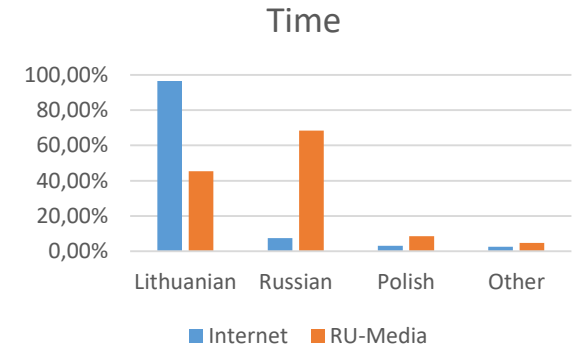
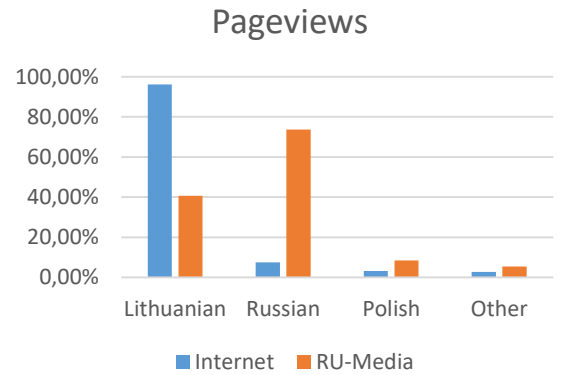
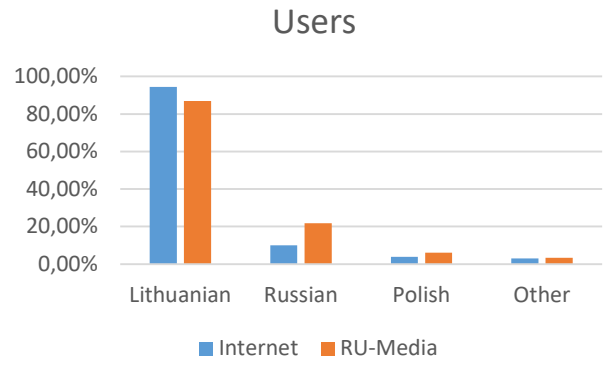
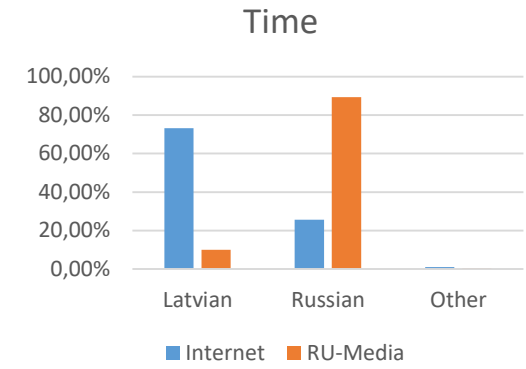
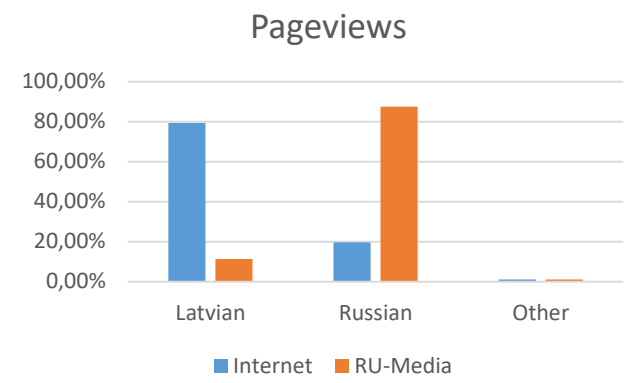
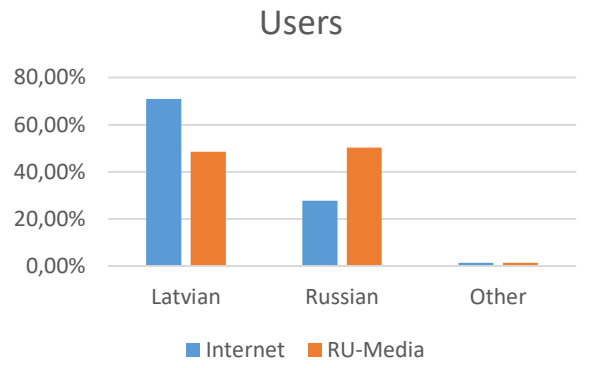


# Activities



Source: gemiusAudience, 02/2017

# Family Language



Source: gemiusAudience, 02/2017