

Perfil Rede Massa

ABRANGÊNCIA
Baixa Mogiana

+1 milhão
de pessoas



Artur Nogueira – SP
Aguai – SP
Águas de Lindóia – SP
Amparo – SP
Araras – SP
Conchal – SP
Espírito Sto do P – SP
Estiva Gerbi – SP
Holambra – SP

Itapira – SP
Jacutinga – SP
Jaguariúna – SP
Lindóia – SP
Mogi Guaçu – SP
Mogi Mirim – SP
Sto Antônio de Possi – SP
Serra Negra – SP

46%
Mulheres

54%
Homens



42%
Classe AB



47%
Classe C



11%
Classe DE



4%
10 a 17 anos



8%
18 a 24 anos



50%
25 a 49 anos



38%
mais de 50

Fonte: Kantar IBOPE Media EasyMedia4 | CTA+FLO+GSP+GVI | CTA-JUL/2022 A SET/2022+FLO-JUL/2022 A SET/2022+GSP-JUL/2022 A SET/2022+GVI-JUL/2022 A SET/2022 | CTA-MASSA FM/WEB+FLO-MASSA FM/WEB+GSP-RADIO MASSA FM/WEB+GVI-MASSA FM/WEB | CTA-CLA AB+FLO-CLA AB+GSP-CLA AB+GVI-CLA AB | CTA-CLA C+FLO-CLA C+GSP-CLA C+GVI-CLA C | CTA-CLA DE+FLO-CLA DE+GSP-CLA DE+GVI-CLA DE | CTA-FEM+FLO-FEM+GSP-FEM+GVI-FEM | CTA-10/17+FLO-10/17+GSP-10/17+GVI-10/17 | CTA-18/24+FLO-18/24+GSP-18/24+GVI-18/24 | CTA-25/29+CTA-30/34+CTA-35/39+CTA-40/49+FLO-25/29+FLO-30/34+FLO-35/39+FLO-40/49+GSP-25/29+GSP-30/34+GSP-35/39+GSP-40/49+GVI-25/29+GVI-30/34+GVI-35/39+GVI-40/49 | CTA-50/59+CTA-60E++FLO-50/59+FLO-60E++GSP-50/59+GSP-60E++GVI-50/59+GVI-60E+ | CTA-MAS+FLO-MAS+GSP-MAS+GVI-MAS | 05-05 | 2a-Dom | PS%

