

## Facebook Fan Demographics

5/2/18 to 10/28/18

### Lifetime Total Likes

Lifetime: The total number of people who have liked your Page. (Unique Users as of 10/28)

Lifetime Total Likes	Male	Female	Unidentified
149	49	96	4

### Lifetime Likes by Gender and Age

Lifetime: Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles. (Unique Users as of 10/28)

F.18-24	F.25-34	F.35-44	F.45-54	F.55-64	F.65+	F. Total
2	14	27	22	19	12	96

M.18-24	M.25-34	M.35-44	M.45-54	M.55-64	M.65+	M.Total
3	5	9	12	12	8	49

U.25-34	U.35-44	U.45-54	U.Total
1	1	2	4

### Lifetime Likes by City (NC Only)

Lifetime: Aggregated Facebook location data, sorted by city, about the people who like your Page. (Unique Users as of 10/28)

Bear Creek, NC	Burlington, NC	Carrboro, NC	Chapel Hill, NC	Charlotte, NC	Durham, NC
1	2	3	4	1	84

Garner, NC	Hayesville, NC	Hillsborough, NC	Jacksonville, NC	Pembroke, NC	Raleigh, NC
1	1	1	1	1	6

Salisbury, NC	Savannah, NC	Soul City, NC	Winston-Salem, NC	Youngsville, NC
1	1	1	2	1

# Facebook User Engagement and Reach

5/2/18 to 10/28/18

Average Daily Page Engaged Users	Average Weekly Page Engaged Users
Daily: The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users)	Weekly: The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users)
9.57	52

Average Daily Total Reach	Average Weekly Total Reach
Daily: The number of people who had any content from your Page or about your Page enter their screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more. (Unique Users)	Weekly: The number of people who had any content from your Page or about your Page enter their screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more. (Unique Users)
76	433

Average Daily Viral Reach	Average Weekly Viral Reach
Daily: The number of people who had any content from your Page or about your Page enter their screen through with social information attached. As a form of organic distribution, social information displays when a person's friend interacted with you Page or post. This includes when someone's friend likes or follows your Page, engages with a post, shares a photo of your Page and checks into your Page. (Unique Users)	Weekly: The number of people who had any content from your Page or about your Page enter their screen through with social information attached. As a form of organic distribution, social information displays when a person's friend interacted with you Page or post. This includes when someone's friend likes or follows your Page, engages with a post, shares a photo of your Page and checks into your Page. (Unique Users)
60	377

Average Daily Total Impressions	Average Weekly Total Impressions
Daily: The number of times any content from your Page or about your Page entered a person's screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more. (Total Count)	Weekly: The number of times any content from your Page or about your Page entered a person's screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more. (Total Count)
171	1192

Average Daily Reach Of Page Posts	Average Weekly Reach Of Page Posts
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Daily: The number of people who had any of your Page's posts enter their screen. Posts include statuses, photos, links, videos and more. (Unique Users)	Weekly: The number of people who had any of your Page's posts enter their screen. Posts include statuses, photos, links, videos and more. (Unique Users)
75	427

<b>Average Daily Total Impressions of your posts</b>	<b>Average Weekly Total Impressions of your posts</b>
Daily: The number of times your Page's posts entered a person's screen. Posts include statuses, photos, links, videos and more. (Total Count)	Weekly: The number of times your Page's posts entered a person's screen. Posts include statuses, photos, links, videos and more. (Total Count)
158	1103