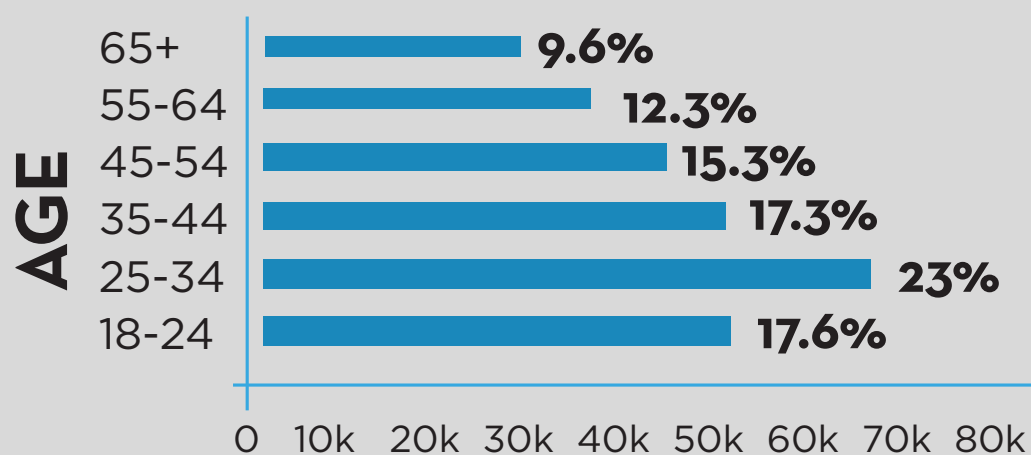


FACEBOOK USERS IN LANCASTER COUNTY

A SNAPSHOT OF WHAT THE DATA-COLLECTING GIANT KNOWS ABOUT COUNTY RESIDENTS 18+.

f 280,000
users in Lancaster County (18+)

55% FEMALES ♀ ♂ 45% MALES



89% have a mobile device

EDUCATION



11,000 COLLEGE STUDENTS



71,000 HIGH SCHOOL GRADUATES



120,000 HIGHER EDUCATION DEGREES



INTERESTS

66k AGRICULTURE

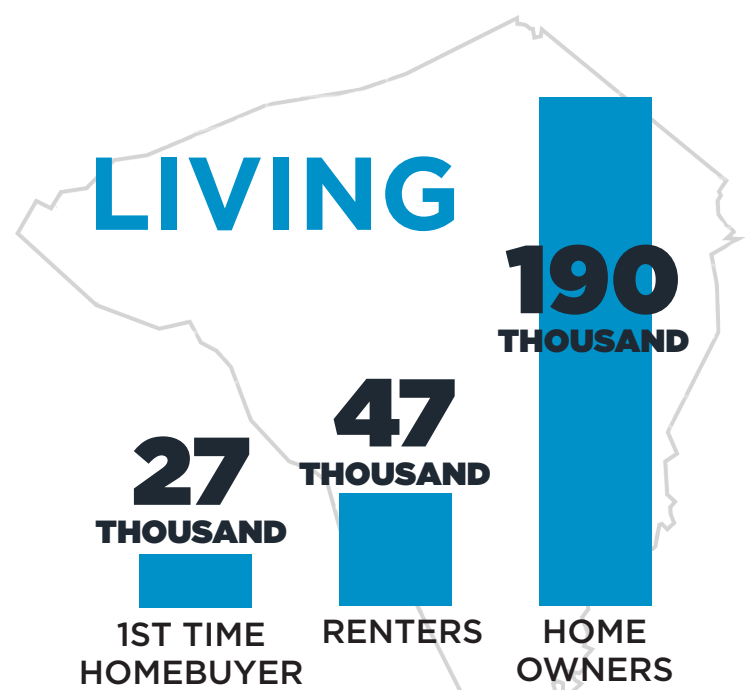
39k HUNTING

47k DATING

72k GARDENING

180k READING

26k MEDIATION



HOUSEHOLD INCOME

8.3%

\$30-40K

11%

\$40-50K

26.3%

\$50-75K

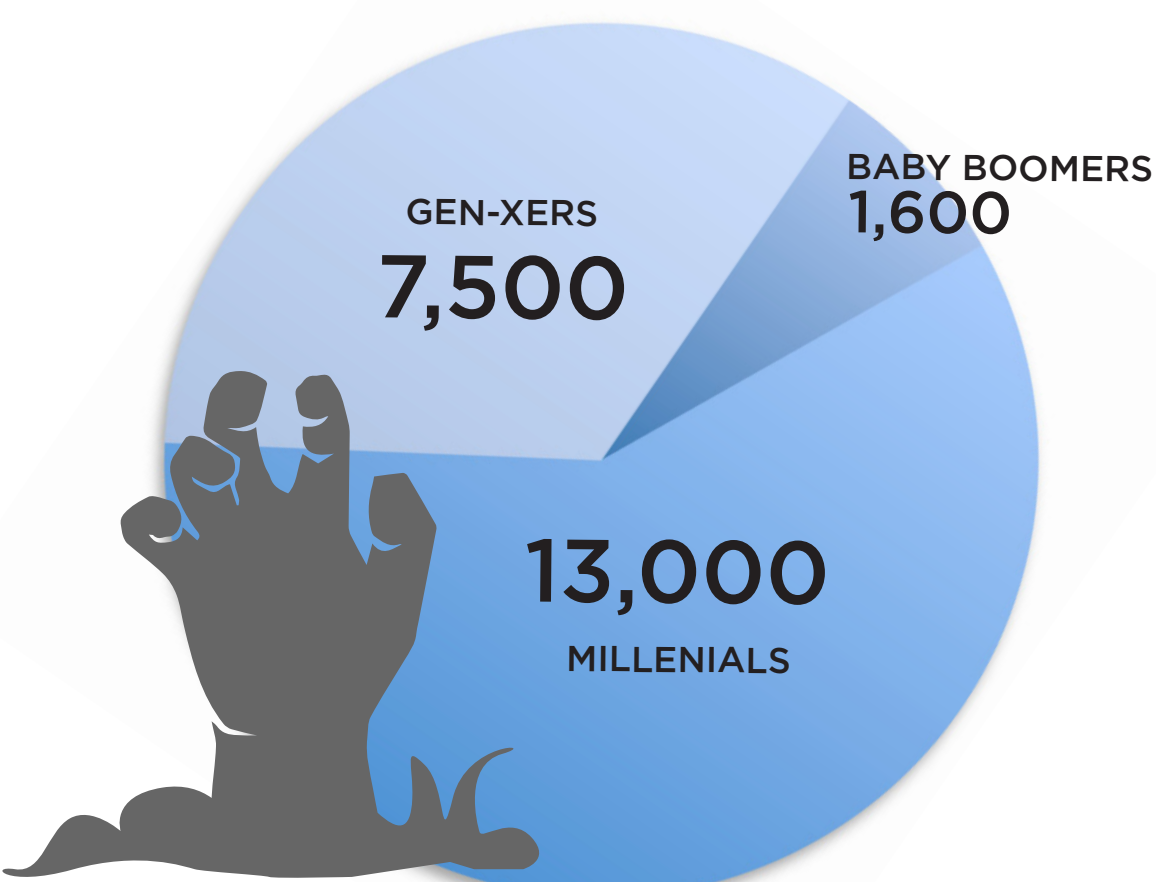
14.3%

\$75-100K

11.3%

\$100K +

WHO'S LOVING THE WALKING DEAD???



140k COUPON USERS

72k FOOTBALL FANS

13k WATCH TV SHOWS ABOUT TRAVEL

43k HIGH END RETAIL SHOPPERS

BEHAVIORS

Sources:
<https://www.facebook.com/ads/audience-insights/>
<https://www.facebook.com/ads/manager/audiences/>
<http://www.census.gov/quickfacts/table/AGE275210/42071>
 January 2017