

# THE COMPLETE GUIDE TO FACEBOOK AD TARGETING

## DEMOGRAPHICS

**1. AGE**

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

**2. GENDER**

- Male
- Female

**3. EDUCATION**

- High School
- Some College
- Bachelor's
- Master's
- PhD

**4. MARRIAGE**

- Single
- Married
- Divorced
- Widowed

**5. EMPLOYMENT**

- Self-employed
- Employed
- Unemployed
- Retired

**6. HOMEOWNERSHIP**

- Homeowner
- Renter

**7. LANGUAGE**

- English
- Spanish
- Portuguese
- French
- German
- Italian
- Russian
- Polish
- Czech
- Slovak
- Slovenian
- Croatian
- Serbian
- Bosnian
- Montenegrin
- Albanian
- Macedonian
- Bulgarian
- Romanian
- Greek
- Turkish
- Arabic
- Hebrew
- Yiddish
- Ukrainian
- Belarusian
- Belgian
- Dutch
- Flemish
- Walloon
- Basque
- Catalan
- Galician
- Basque
- Basque
- Basque

**8. RELIGION**

- Atheist
- Buddhist
- Catholic
- Christian
- Hindu
- Jewish
- Muslim
- Sikh
- Taoist
- Vedantist
- Wiccan

**9. CITIZENSHIP**

- United States
- Canada
- United Kingdom
- France
- Germany
- Italy
- Spain
- Japan
- South Korea
- Australia
- New Zealand
- India
- China
- Brazil
- Mexico
- Argentina
- Colombia
- Venezuela
- Peru
- Ecuador
- Chile
- Uruguay
- Paraguay
- Bolivia
- Costa Rica
- Panama
- Dominican Republic
- Honduras
- Nicaragua
- Guatemala
- Belize
- Jamaica
- Trinidad and Tobago
- Suriname
- Guayana Francesa
- Aruba
- Curaçao
- Puerto Rico
- Virgin Islands
- Samoa
- Tonga
- Fiji
- Vanuatu
- Maldives
- Malaysia
- Singapore
- Indonesia
- Philippines
- Thailand
- Vietnam
- Laos
- Myanmar
- Timor-Leste
- East Timor
- Brunei
- Sri Lanka
- Nepal
- Bhutan
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# Facebook Guide

**Hussin A.Rothana**



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