

Audience

These charts show the current audience details from Facebook as of November 19, 2023. Additional audiences across other platforms such as Instagram will be added to our market plan.

Women Percents by Age

18.9% 55+
22.4% 45-54
28.8% 35-44
15.3% 25-34
1.8% 18-24

85%

85% of our facebook
followers are women.

40.6%

40.6% of our followers are
from New Braunfels

New Braunfels, TX
40.6%
San Antonio, TX
9.7%
Canyon Lake, TX
4.6%
Seguin, TX
2.6%
San Marcos, TX
1.9%
Cibolo, TX
1.8%
Schertz, TX
1.8%
Austin, TX
1.2%
Bulverde, TX
1%

45%



45% of follower goal met with
remaining by 6/1/2024

Facebook followers
5,336