

This shows the total number of people who saw our posts.

These are not just people who liked our page but also people who saw our posts in their friend's (the people who liked us) feed. An example is when someone "shares" our post on their page. Their friends see it = greater reach.

City of Appleton Public Works

Overview Likes Reach Visits Posts People

Ads Manager Export Data

Your Fans People Reached People Engaged Check-ins

The people who saw your posts in the past 28 days.

Women

62% People Reached Your Fans

0.8% 13-17

10% 18-24

17% 25-34

18% 35-44

9% 45-54

5% 55-64

3% 65+

Men

37% People Reached Your Fans

0.5% 13-17

7% 18-24

8% 25-34

9% 35-44

7% 45-54

3% 55-64

2% 65+

Country	People Reached	City	People Reached	Language	People Reached
United States of America	2,990	Appleton, WI	1,443	English (US)	2,946
Germany	5	Neenah, WI	139	English (UK)	56
United Kingdom	4	Oshkosh, WI	95	German	4
France	3	Madison, WI	83	Spanish	3
Canada	3	Green Bay, WI	79	French (France)	3
Australia	2	Menasha, WI	74	Spanish (Spain)	3
Bulgaria	2	Milwaukee, WI	53	English (Ireland)	2
India	2	Kaukauna, WI	49	Bulgarian	1
Bolivia	1	Greenville, WI	47	Portuguese (Brazil)	1
Sweden	1	Chicago, IL	30	French (Canada)	1