

DEMOGRAPHICS

Basic Demographics

Detailed Demographics

<input type="checkbox"/>	<input type="checkbox"/>	Location
<input type="checkbox"/>	<input type="checkbox"/>	Everyone in this location
<input type="checkbox"/>	<input type="checkbox"/>	Country [select]
<input type="checkbox"/>	<input type="checkbox"/>	Region [select]
<input type="checkbox"/>	<input type="checkbox"/>	City [select]
<input type="checkbox"/>	<input type="checkbox"/>	Postcode [open field]
<input type="checkbox"/>	<input type="checkbox"/>	People who live in this location
<input type="checkbox"/>	<input type="checkbox"/>	Country [select]
<input type="checkbox"/>	<input type="checkbox"/>	Region [select]
<input type="checkbox"/>	<input type="checkbox"/>	City [select]
<input type="checkbox"/>	<input type="checkbox"/>	Postcode [open field]
<input type="checkbox"/>	<input type="checkbox"/>	People recently in this location
<input type="checkbox"/>	<input type="checkbox"/>	Country [select]
<input type="checkbox"/>	<input type="checkbox"/>	Region [select]
<input type="checkbox"/>	<input type="checkbox"/>	City [select]
<input type="checkbox"/>	<input type="checkbox"/>	Postcode [open field]
<input type="checkbox"/>	<input type="checkbox"/>	People travelling in this location
<input type="checkbox"/>	<input type="checkbox"/>	Country [select]
<input type="checkbox"/>	<input type="checkbox"/>	Region [select]
<input type="checkbox"/>	<input type="checkbox"/>	City [select]
<input type="checkbox"/>	<input type="checkbox"/>	Postcode [open field]
<input type="checkbox"/>	<input type="checkbox"/>	Gender
<input type="checkbox"/>	<input type="checkbox"/>	All
<input type="checkbox"/>	<input type="checkbox"/>	Men
<input type="checkbox"/>	<input type="checkbox"/>	Women
<input type="checkbox"/>	<input type="checkbox"/>	Age
<input type="checkbox"/>	<input type="checkbox"/>	13-65+ years [open fields]
<input type="checkbox"/>	<input type="checkbox"/>	State Age Range: _____
<input type="checkbox"/>	<input type="checkbox"/>	Language
<input type="checkbox"/>	<input type="checkbox"/>	[open fields]
<input type="checkbox"/>	<input type="checkbox"/>	State Language(s): _____
<input type="checkbox"/>	<input type="checkbox"/>	Custom Audience Options
<input type="checkbox"/>	<input type="checkbox"/>	Custom Audience [people who have already interacted with your audience]
<input type="checkbox"/>	<input type="checkbox"/>	Lookalike Audience [reach new people on Facebook who are similar to your most valuable audiences]

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Education
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Education Level
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Associate Degree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	College grad
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Doctorate degree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	High School grad
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	In college
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	In grad school
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	In high school
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Master's degree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Professional degree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Some college
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Some grad school
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Some high school
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unspecified
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Fields of Study [open fields]
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Schools [open fields]
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Undergrad Years [open fields]
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	State Range (1980-2021): _____
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Parents
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	New Parents (0-12 months)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Parents (All)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Parents with preschoolers (03-05 years)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Parents with adult children (18-26 years)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Parents with early school-age children (06-08 years)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Parents with preteens (08-12 years)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Parents with teenagers (13-18 years)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Parents with toddlers (01-02 years)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Relationship
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Relationship status
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Civil Union
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Complicated
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Divorced
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Domestic Partnership
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Engaged
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	In a relationship
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Married
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Open relationship
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Separated
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Single
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unspecified
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Widowed
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Life Events
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Anniversary within 30 days
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Anniversary within 31-60 days
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Anniversary within 61-90 days
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Away from family
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Away from hometown
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Birthday Month [select month]
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Upcoming birthday
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Friends of
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Close friends of Men with a Birthday in 0-7 days
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Close friends of Men with a Birthday in 7-30 days
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Close friends of Women with a Birthday in 0-7 days
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Close friends of Women with a Birthday in 7-30 days
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Close friends of people with a Birthday in a month
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Close friends of people with a Birthday in a week
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Friends of Recently Moved
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Friends of newly engaged couple
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Friends of newlyweds
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Long distance relationship
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	New job
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	New relationship
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Newly engaged (1 year)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Newly engaged (3 months)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Newly engaged (6 months)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Newlywed (1 year)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Newlywed (3 months)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Newlywed (6 months)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Recently moved

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Work
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Employer(s) [open fields]
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	State Employer(s) _____
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Job Titles [open fields]
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	State Job Title(s) _____
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Industries
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Administrative Services
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Architecture and Engineering
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Arts, Entertainment, Sports and Media
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Business and Finance
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Cleaning and Maintenance Services
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Community and Social Services
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Computation and Mathematics
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Construction and Extraction
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Education and Libraries
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Farming, Fishing and Forestry
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Food and Restaurants
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Government Employees (Global)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Healthcare and Medical Services
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	IT and Technical Services
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Installation and Repair Services
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Legal Services
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Life, Physical, and Social Sciences
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Management
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Military (Global)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Personal Care and Home Services
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Production
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Protective Service
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sales
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Transportation and Moving
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Veterans (US)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Connections
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	People who like your Page
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Friends of People who like your Page
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	People who used your App
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Friends of People who used your App
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	People who responded to your Event
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	[plus Advanced Combinations of the above]
US only			
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Politics (US)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Likely to engage in politics (conservative)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Likely to engage in politics (liberal)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Likely to engage in politics (moderate)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	US politics (conservative)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	US politics (liberal)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	US politics (moderate)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	US politics (very conservative)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	US politics (very liberal)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Multicultural Affinity
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	African American (US)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Asian American (US)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Hispanic (US - All)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Hispanic (US - Bilingual)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Hispanic (US - English dominant)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Hispanic (US - Spanish dominant)

INSTRUCTIONS

HOW TO USE THIS AD TARGETING PLANNING WORKSHEET

- Carefully review the ad targeting options presented across the THREE pages of this document (Demographics, Behaviours and Interests)
- Decide which targeting types to **include** in your audience selection by placing a mark in the adjacent green 'AND' box or orange 'OR' box. Selecting a green box will include the selected category AND any others you choose within that section. Selecting an orange box will include the that category OR any others you choose within that section. You can indicate that you wish to select an entire category by ticking an orange 'ALL' box where available.
- Decide which targeting types to **exclude** in your audience selection by placing a mark in the adjacent 'EXC' box. Where available, you can exclude an entire category, place a mark in the red 'ALL' box.
- Once your targeting choices are complete, decide:
 - what's the **Perfect Message** to deliver to audience you've defined?
 - will you use a **Facebook Ad** or a **Boosted Post** to deliver your message?

BEHAVIOURS

Expats			Consumer Classification			Digital activities			Mobile device user (continued)		
And	Or	Exc	And	Or	Exc	And	Or	Exc	And	Or	Exc
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Close friends of expats			Argentina			Canvas Gaming			Huawei - Owns: Huawei devices		
Expats (All)			People who prefer high-value goods			Played Canvas games (last 14 days)			LG		
Expats (Algeria)			People who prefer mid & high-value goods			Played Canvas games (last 3 days)			Owens: LG G2 devices		
Expats (Argentina)			Brazil			Played Canvas games (last 7 days)			Owens: LG G3		
Expats (Australia)			People who prefer high-value goods			Played Canvas games (yesterday)			Owens: LG V10		
Expats (Austria)			Chile			Console gamers			Facebook access (mobile): LG Android mob. devices		
Expats (Bangladesh)			People who prefer high-value goods			Facebook Page Admins			Karbonn - Owns: Karbonn		
Expats (Belgium)			People who prefer mid & high-value goods			Business page admins			Micromax - Owns: Micromax		
Expats (Brazil)			India			Community & Club page admins			Motorola		
Expats (Cameron)			People who prefer high-value goods			Facebook page admins			Facebook access (mobile): Motorola mobile devices		
Expats (Canada)			People who prefer mid & high-value goods			Food & Restaurant page admins			OnePlus - Owns: OnePlus		
Expats (Chile)			Indonesia			Health & Beauty page admins			Oppo - Owns: Oppo		
Expats (China)			People who prefer high-value goods			Retail page admins			Samsung		
Expats (Colombia)			Kingdom of Saudi Arabia			Sports page admins			Owens: Galaxy Grand		
Expats (Congo DR Congo)			People who prefer high-value goods			Travel & Tourism page admins			Owens: Galaxy Grand 2		
Expats (Cuba)			People who prefer mid & high-value goods			Facebook Payments users (30 days)			Owens: Galaxy Note 3		
Expats (Cyprus)			Malaysia			Facebook Payments users (90 days)			Owens: Galaxy Note 4		
Expats (Czech Republic)			People who prefer high-value goods			Facebook Payments users (higher than average spend)			Owens: Galaxy Note 5		
Expats (Denmark)			Mexico			Facebook access: older devices and OS			Owens: Galaxy Note 7		
Expats (Dominican Republic)			People who prefer high-value goods			Internet Browser Used			Owens: Galaxy S 4 Mini		
Expats (El Salvador)			People who prefer mid & high-value goods			FB access (browser): Chrome			Owens: Galaxy S III Mini		
Expats (Estonia)			Pakistan			FB access (browser): Firefox			Owens: Galaxy S III devices		
Expats (Ethiopia)			People who prefer high-value goods			FB access (browser): Internet Explorer			Owens: Galaxy S4		
Expats (Finland)			People who prefer mid & high-value goods			FB access (browser): Microsoft Edge			Owens: Galaxy 55		
Expats (France)			South Africa			FB access (browser): Opera			Owens: Galaxy 56		
Expats (Germany)			People who prefer high-value goods			FB access (browser): Safari			Owens: Galaxy 57		
Expats (Ghana)			People who prefer mid & high-value goods			Operating System Used			Owens: Galaxy S7 Edge		
Expats (Greece)			Turkey			FB access (OS): Mac OS X			Owens: Galaxy 58		
Expats (Guatemala)			People who prefer high-value goods			FB access (OS): Mac Sierra			Owens: Galaxy 58+		
Expats (Haiti)			People who prefer mid & high-value goods			FB access (OS): Windows 10			Owens: Galaxy 59		
Expats (Honduras)			UAE			FB access (OS): Windows 8			Owens: Galaxy 59+		
Expats (Hong Kong)			People who prefer high-value goods			FB access (OS): Windows 7			Owens: Galaxy Tab 2		
Expats (Hungary)			People who prefer mid & high-value goods			FB access (OS): Windows Vista			Owens: Galaxy Tab 3		
Expats (India)			Financial (UK)			FB access (OS): Windows XP			Owens: Galaxy Tab 4		
Expats (Indonesia)			Financial (UK)			Primary email domain			Owens: Galaxy Tab Pro		
Expats (Ireland)			Pet Insurance cat			AOL email users			Owens: Galaxy Tab 5		
Expats (Israel)			Pet Insurance dog			Apple email users			Owens: Galaxy Y devices		
Expats (Italy)			Engaged Shoppers (have clicked 'Shop Now' CTA on Facebook in the past week)			Gmail users			Facebook access (mobile): Samsung mob. devices		
Expats (Ivory Coast)			Soccer			Hotmail users			Sony		
Expats (Jamaica)			Friends of Soccer fans			MSN.com email users			Owens: Xperia M		
Expats (Japan)			Soccer fans (high engagement)			Yahoo email users			Owens: Xperia Z		
Expats (Jordan)			Soccer fans (moderate engagement)			Small business owners			Owens: Xperia Z Ultra		
Expats (KSA, Kingdom Saudi Arabia)			Commuters			Technology early adopters			Owens: Xperia Z3		
Expats (Kenya)			Frequent Travelers			Marketing API Developers (last 90 days)			Facebook access (mobile): Sony Android mob. dev's		
Expats (Kuwait)			Frequent international travelers			Interested in Upcoming Events			Tecno - Owns: Tecno		
Expats (Latvia)			Returned from travels 1 week ago			All Mobile Devices by Brand			Vivo - Owns: Vivo		
Expats (Lebanon)			Returned from travels 2 weeks ago			Alcatel - Owns: Alcatel			Xiaomi - Owns: Xiaomi		
Expats (Lithuania)			Travel			Amazon			ZTE - Owns: ZTE		
Expats (Luxembourg)			Commuters			Owens: Kindle Fire			All Mobile Devices by Operating System		
Expats (Malaysia)			Frequent Travelers			Apple			Facebook access (mobile): Android devices		
Expats (Malta)			Frequent international travelers			Facebook access (mobile): iPad 1			Facebook access (mobile): Apple (iOS) devices		
Expats (Mexico)			Returned from travels 1 week ago			Facebook access (mobile): iPad 2			Facebook access (mobile): Windows phones		
Expats (Monaco)			Returned from travels 2 weeks ago			Facebook access (mobile): iPad 3			Android: 360 degree media not supported		
Expats (Morocco)			Commuters			Facebook access (mobile): iPhone 4			Android: 360 degree media supported		
Expats (Nepal)			Frequent Travelers			Facebook access (mobile): iPhone 4S			Facebook access (mobile): all mobile devices		
Expats (Netherlands)			Frequent international travelers			Facebook access (mobile): iPhone 5			Facebook access (mobile): feature phones		
Expats (New Zealand)			Returned from travels 1 week ago			Facebook access (mobile): iPhone 5C			Facebook access (mobile): smartphones & tablets		
Expats (Nicaragua)			Returned from travels 2 weeks ago			Facebook access (mobile): iPhone 5S			Facebook access (mobile): tablets		
Expats (Nigeria)			Commuters			Facebook access (mobile): iPhone 8			Mobile Device User (UK)		
Expats (Norway)			Frequent Travelers			Facebook access (mobile): iPhone 8 Plus			Contract		
Expats (Peru)			Frequent international travelers			Facebook access (mobile): iPhone X			Pre-Pay		
Expats (Philippines)			Returned from travels 1 week ago			Facebook access (mobile): iPad Touch			Network Connection		
Expats (Poland)			Returned from travels 2 weeks ago			Owens: iPad 4			Facebook access (network type): 2G		
Expats (Portugal)			Commuters			Owens: iPad Air			Facebook access (network type): 3G		
Expats (Puerto Rico)			Frequent Travelers			Owens: iPad Air 2			Facebook access (network type): 4G		
Expats (Qatar)			Frequent international travelers			Owens: iPad Mini 1			Facebook access (network type): WiFi		
Expats (Romania)			Returned from travels 1 week ago			Owens: iPad Mini 2			New smartphone and tablet owners		
Expats (Russia)			Returned from travels 2 weeks ago			Owens: iPad Mini 3			Mobile Device User/Device use Time		
Expats (Rwanda)			Commuters			Owens: iPhone 6			Uses a mobile device (less than 1 month)		
Expats (Senegal)			Frequent Travelers			Owens: iPhone 6 Plus			Uses a mobile device (1-3 months)		
Expats (Serbia)			Frequent international travelers			Owens: iPhone 6S			Uses a mobile device (4-6 months)		
Expats (Sierra Leone)			Returned from travels 1 week ago			Owens: iPhone 6S Plus			Uses a mobile device (7-9 months)		
Expats (Singapore)			Returned from travels 2 weeks ago			Owens: iPhone 7			Uses a mobile device (10-12 months)		
Expats (Slovakia)			Commuters			Owens: iPhone 7 Plus			Uses a mobile device (13-18 months)		
Expats (Slovenia)			Frequent Travelers			Owens: iPhone SE			Uses a mobile device (19-24 months)		
Expats (South Africa)			Frequent international travelers			Cherry Mobile - Owns: Cherry Mobile			Uses a mobile device (25 months+)		
Expats (South Korea)			Returned from travels 1 week ago			Gionee - Owns: Gionee devices					
Expats (Spain)			Returned from travels 2 weeks ago			Google					
Expats (Sri Lanka)			Commuters			Owens: Google Pixel					
Expats (Sweden)			Frequent Travelers			Owens: Nexus 5					
Expats (Switzerland)			Frequent international travelers			HTC					
Expats (Tanzania)			Returned from travels 1 week ago			Owens: HTC One					
Expats (Thailand)			Returned from travels 2 weeks ago			Facebook access (mobile): HTC Android mob. dev's					
Expats (UAE)			Commuters								
Expats (Uganda)			Frequent Travelers								
Expats (United Kingdom)			Frequent international travelers								
Expats (United States)			Returned from travels 1 week ago								
Expats (Venezuela)			Returned from travels 2 weeks ago								
Expats (Vietnam)			Commuters								
Expats (Zambia)			Frequent Travelers								
Expats (Zimbabwe)			Frequent international travelers								
Family of Expats											