FACEBOOK  
1.32 billion users Worldwide  
86% percent of Facebook's users are outside the United States  
54% of users worldwide use Chrome  
39.5% of users in USA use Chrome  
(netmarketshare.com)  
  
191 million users USA  
Average of 50 minutes a day  
 96% check their Facebook at Home  
 30% from mobile device  
 35% at work  
 25% on public transport  
  
Largest Growth (2011 - 2014)  
 San Francisco 148.6%  
 New York 119.7%  
 Los Angeles 111.5%  
 Boston 87.7%  
  
  
Age 18-24   
 31.2 million people with 87% users (27.1 million) Attrition of -7.5% (2011-2014)  
Age 25-34   
 44.1 million people with 73% users (32.1 million) Growth of 32.6% (2011-2014)  
  
  
TARGET POPULATION  
75.3 million people total or 39% of the population  
59.2 million active users or 31% of the target population

USER GROWTH VS EDUCATION

High School Attrition of -58.9% (2011-2014)  
College Attrition of -59.1% (2011-2014)  
College Alumni Growth of 64.6% (2011-2014)

<https://isl.co/2014/01/3-million-teens-leave-facebook-in-3-years-the-2014-facebook-demographic-report/>  
  
<http://www.pewinternet.org/2015/01/09/demographics-of-key-social-networking-platforms-2/>

<http://www.ibtimes.com/facebook-gets-older-demographic-report-shows-3-million-teens-left-social-network-3-years-1543092>

<http://www.marketingcharts.com/traditional/so-how-many-millennials-are-there-in-the-us-anyway-30401/>  
  
  
  
59,200,000 ACTIVE USERS (AGE 18-34)  
452,500 ACTIVE USING SIMILAR APPS (ALL AGES)  
MARKET TOTAL = 7.6%  
  
Freedom App 250,000  
Blocks distracting websites and apps  
  
Social fixer 177,000  
  
Shut up 10,000 (Blocks all comments but still shows the original post content)  
<https://www.cnet.com/how-to/disable-comments-on-most-web-sites-with-shut-up/>  
  
Productivity Owl 10,000  
Give the user the ability to; manage websites enter a maximum time before the web page closes. Has built in calendar for planning entire work / play week.  
  
Comment Blocker 5,500 (hides comments in a white opaque menu but displays them on click. Adverse effects on websites that remove ALL content, not just comments)  
  
Facebook Native Features (Unknown users)