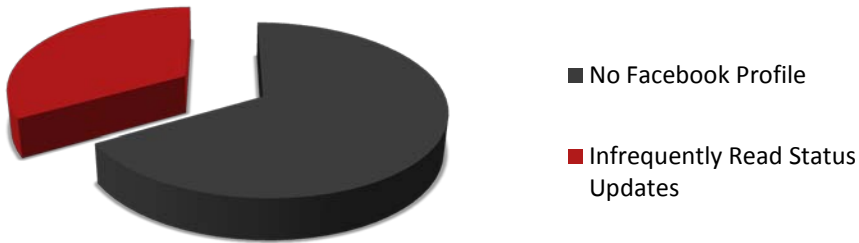


# The Truth

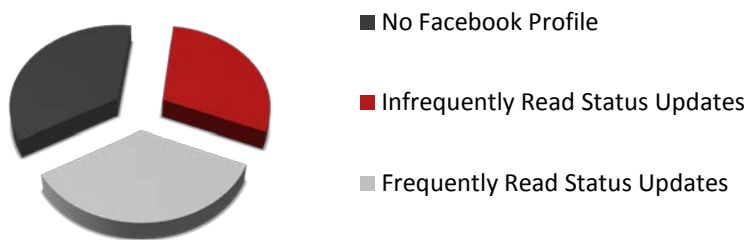
About Facebook Usage in the North Valley  
by Noah Dyer, MBA. August, 2010

## Annual Household Income Over \$100k



No high income respondents said they read Facebook status updates frequently.

## Annual Household Income Under \$100k



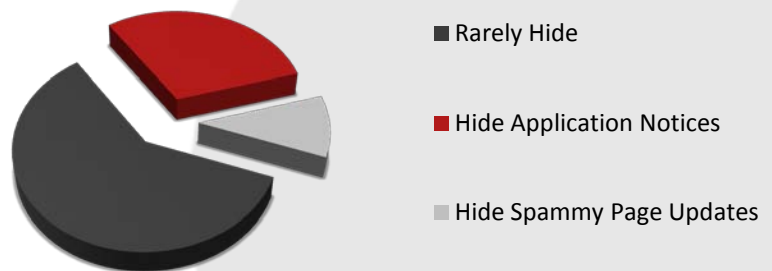
Over 1/3 of people in low and middle income households frequently read Facebook status updates.

Is a social media strategy right for your business?  
Talk to the company that will tell you like it is.



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## "Hide" Button Use By Frequent Update Readers



People who frequently read Facebook status updates don't usually hide business page updates.