

## CR-23 Facebook Report

Since assuming an administrator role mid-August 2016 for the JCNA Facebook page, the number of page likes has grown to 1,548. The demographics are: 83% male, 15% women with an age range for both between 18 and 65+. Within those age ranges the percentages are as follows: 18-24 11%; 25-34 11%; 35-44 13%; 45-54 18%; 55-64 17%; 65+ 13%.

The fan base is primarily the United States followed by India, UK, Canada and Italy – in that order.

The most engagement (comments, likes, shares) was found in the following seven posts between 8/11/16 – current:

- Most popular to date is the post on 01/13/17: Jaguars Sold at Auction in 2016. 1,491 reach and 12 shares
- Post on 10/24/16: Driving the Jaguar 3.8 E-Type, the Shape that Launched a Thousand Dreams. 1,341 people reached, 15 shares
- Post on 01/29/17: Goodwood Test Jaguar Mark 2, 623 people reached, 2 shares
- Post on 12/30/16: A Day with Jaguar's design director, Ian Callum
- Post on 02/17/17: New Jaguar XE SVR set to Challenge the BMW M3
- Post on 02/17/17: Welsh's post 'Is Your Jaguar Ready for Show?'
- Post on 11/04/16: 2017 Jaguar F-Pace S one week review

As mentioned in the JJ Advertising report, advertisers are offered the opportunity to send me information to post on the Facebook page. SNG Barratt and Welsh Enterprises send me information to post on a weekly basis.

Respectfully submitted,

Diane L. DuFour

