- Facebook Audience Targeting
  - Demographics
    - Education
      - Education Level
        - Associate degree
        - College grad
        - Doctorate degree
        - High school grad
        - In college
        - In grad school
        - In high school
        - Master's degree
        - Professional degree
        - Some college
        - Some grad school
      - Fields of Study
      - Schools
      - Undergrad years (range)
    - Relationships
      - Interested In
        - Men
        - Men and Women
        - Unspecified
        - Women
      - Relationship Status
        - Single
        - In a relationship
        - Married
        - Engaged
        - Unspecified
        - Civil Union
        - Domestic Partnership
        - Open Relationship
        - Complicated
        - Separated
        - Divorced
        - Widowed
    - Financial
      - Income (range)
      - Net Worth (some countries)
        - Average Affluence
        - Above Average Affluence
        - High Affluence
        - Very High Affluence
    - Home
      - Home Type
        - Value (range)
      - Home Ownership
        - Homeowners
        - Mortgaged
        - Renters
      - Household Composition
        - Family-based Households
        - Housemate-based Households
    - Work
      - Job titles
      - Employers
      - Industries
        - Administrative
        - Architecture & Engineering
        - Arts, Entertainment, Sports and Media
        - Business & Financial Operations
        - Cleaning & Maintenance
        - Community and Social Services
        - Computer and Mathematics
        - Construction and Extraction
        - Education and Library
        - Farming, Fishing and Forestry
        - Food Preparation and Services
        - Government Employees
        - Healthcare and Medical
        - IT and Technical
        - Installation and Repair
        - Legal
        - Life, Physical, and Social Science
        - Management
        - Military
        - Nurses
        - Personal Car
        - Production
        - Protection Services
        - Retail
        - Sales
        - Temporary and Seasonal
        - Transportation and Moving
    - Generation
      - Baby boomers (US)
      - Generation X
      - Millennials
    - Parents
      - Expectant Parents
      - All Parents
      - Child Age Range
    - Life Events
      - Anniversary within 30 Days
      - Away from family
      - Away from hometown
      - Friends of
        - Friends of Anniversary within 30 Days
        - Friends of Newly Engaged
        - Friends of Newlywed
        - Friends of Recently Moved
        - Friends of Upcoming Birthday
      - Long distance relationship
      - New relationship
      - Newly engaged (1yr, 3 months, 6 months)
      - Newlyweb (1yr, 3 months, 6 months)
      - Upcoming birthday
    - Ethnic Affinity
      - African American (US)
      - Asian American (US)
      - Hispanic (US - All)
      - Hispanic (US - Bilingual)
      - Hispanic (US - English dominant)
      - Hispanic (US - Spanish dominant)
    - Politics (US)
      - Active
      - Liberal
      - Moderate
      - Very Conservative
      - Very Liberal
  - Behaviours
    - Expats
      - [Many Countries]
    - Seasonal & Events
      - Baseball
      - College Football (US)
      - Cricket
      - Fall Football (US)
      - Professional Football (US)
      - Rugby
    - Digital activities
      - Canvas Gaming
        - Average Engagement
        - Last 14 days
        - Last 3 days
        - Last 7 days
        - Yesterday
      - Console Gaming
      - Event creators
      - FB Payments (all)
      - FB Payments (Higher than average spend)
      - FB Payments (Recent)
      - Facebook Page Admins
      - Internet Browser Used (Primary)
        - Chrome
        - Firefox
        - IE
        - Opera
        - Safari
      - Photo uploaders
      - Primary email domain
        - AOL
        - Apple
        - Gmail
        - Hotmail
        - MSN.com
        - Yahoo
      - Small business owners
      - Technology early adopters
      - Technology late adopters
      - Unity Plugin
      - Operating Systems Used (Primary)
        - Windows 10
        - Mac OS X
        - Windows 7
        - Windows 8
        - Windows Vists
        - Windows XP
    - Financial
      - Insurance
        - Building
        - Home
        - Motor
        - Private Health
      - Investments
        - Investment Types
          - Property
    - Mobile device users
      - All Devices by Brand
        - [Many]
      - All Devices by Operating System
        - Android
        - iOS
        - Windows
      - All mobile devices
      - Feature phones
      - Network Connection
        - 2G
        - 3G
        - 4G
        - WiFi
      - New smartphone & tablet owners
      - Smartphone Owners
      - Smartphone and tablets
      - Tablet Owners
    - Travel
      - Frequent travelers
      - Business travelers
      - Commuters
      - Currently traveling
      - Commuters
      - Currently traveling
      - Frequent International Travelers
      - Planning to travel
        - Intended destination (country)
      - Returned from trip (1 or 2 weeks ago)
      - Used travel app
  - Interests
    - Entertainment
      - Games
        - Action
        - Board
        - Browser
        - Card
        - Casino
        - First-person shooter
        - Gambling
        - MMO
        - MMORP
        - Online
        - Online poker
        - Puzzle video
        - Racing
        - Role-playing
        - Shooter
        - Simulation
        - Strategy
        - Video
        - Word
      - Live events
        - Ballet
        - Bars
        - Concerts
        - Dancehalls
        - Music festivals
        - Nightclubs
        - Parties
        - Plays
        - Theatre
      - Movies
        - Action
        - Animated
        - Anime
        - Bollywood
        - Comedy
        - Documentary
        - Drama
        - Fantasy
        - Horror
        - Musical theatre
        - Science fiction
        - Thriller
      - Music
        - Blues
        - Classical
        - Country
        - Dance
        - Electronic
        - Gospel
        - Heavy metal
        - Hip hop
        - Jazz
        - Music videos
        - Pop
        - Rhythm & Blues
        - Rock
        - Soul
      - Reading
        - Books
        - Comics
        - E-books
        - Fiction
        - Literature
        - Magazines
        - Manga
        - Mystery fiction
        - Newspapers
        - Non-fiction
        - Romance
      - TV
        - Comedies
        - Game shows
        - Reality
        - Talkshows
    - Family & Relationships
      - Dating
      - Family
      - Fatherhood
      - Friendship
      - Marriage
      - Motherhood
      - Parenting
      - Weddings
    - Fitness & wellness
      - Bodybuilding
      - Dieting
      - Gyms
      - Meditation
      - Nutrition
      - Physical exercise
      - Physical fitness
      - Running
      - Weight training
      - Yoga
      - Zumba
    - Food & drink
      - Alcoholic beverages
        - Beer
        - Distilled beverage
        - Wine
      - Beverages
        - Coffee
        - Energy drinks
        - Juice
        - Soft drinks
        - Tea
      - Cooking
        - Baking
        - Recipes
      - Cuisine
        - Chinese
        - French
        - German
        - Greek
        - Indian
        - Italian
        - Japanese
        - Korean
        - Latin American
        - Mexican
        - Middle Eastern
        - Spanish
        - Thai
        - Vietnamese
      - Food
        - Barbecue
        - Chocolate
        - Desserts
        - Fast food
        - Organic food
        - Pizza
        - Seafood
        - Veganism
        - Vegetarianism
      - Restaurants
        - Coffeehouses
        - Diners
        - Fast casual restaurants
        - Fast food restaurants
    - Hobbies & activities
      - Arts & music
        - Acting
        - Crafts
        - Dance
        - Drawing
        - Drums
        - Fine art
        - Guitar
        - Painting
        - Performing arts
        - Photography
        - Sculpture
        - Singing
        - Writing
      - Current events
      - Home & garden
        - Do it yourself (DIY)
        - Furniture
        - Gardening
        - Home appliances
        - Home improvement
      - Pets
        - Birds
        - Cats
        - Dogs
        - Fish
        - Horses
        - Pet food
        - Rabbits
        - Reptiles
      - Politics & social issues
        - Charity and causes
        - Community issues
        - Environmentalism
        - Law
        - Military
        - Politics
        - Religion
        - Sustainability
        - Veterans
        - Volunteering
      - Travel
        - Adventure
        - Air
        - Beaches
        - Car rentals
        - Cruises
        - Ecotourism
        - Hotels
        - Lakes
        - Mountains
        - Nature
        - Theme parks
        - Tourism
        - Vacations
      - Vehicles
        - Automobiles
        - Boats
        - Electric vehicle
        - Hybrids
        - Minivans
        - Motorcycles
        - RV's
        - SUV's
        - Scooters
        - Trucks
    - Shopping & Fashion
      - Beauty
        - Beauty salons
        - Cosmetics
        - Fragrances
        - Hair products
        - Spas
        - Tattoos
      - Clothing
        - Children's
        - Men's
        - Women's
      - Fashion accessories
        - Dresses
        - Handbags
        - Jewelry
        - Shoes
        - Sunglasses
      - Shopping
        - Boutiques
        - Coupons
        - Discount stores
        - Luxury goods
        - Online shopping
        - Shopping malls
      - Toys
    - Sports & outdoors
      - Outdoor recreation
        - Boating
        - Camping
        - Fishing
        - Hiking
        - Horseback riding
        - Hunting
        - Mountain biking
        - Surfing
      - Sports
        - American football
        - Soccer
        - Auto racing
        - Baseball
        - Basketball
        - College football
        - Golf
        - Marathons
        - Snowboarding
        - Swimming
        - Tennis
        - Triathlons
        - Volleyball
    - Technology
      - Computers
        - Computer memory
        - Computer monitors
        - Computer processors
        - Computer servers
        - Desktop computers
        - Free software
        - Hard drives
        - Network storage
        - Software
        - Tablet computers
      - Consumer Electronics
        - Audio equipment
        - Camcorders
        - Cameras
        - E-book readers
        - GPS devices
        - Game consoles
        - Mobile phones
        - Portable media players
        - Projectors
        - Smartphones
        - Televisions
  - Connections
    - Facebook Pages
      - People who like your Page
      - Friends of people who like your Page
      - Exclude people who like your Page
      - Advanced Combinations
  - Gender
  - Age Range (13 - 65+)
  - Locations
    - Country
    - State/Province
    - City
    - ZIP
  - More Categories
    - Graduates
    - Hockey Playoffs
    - Parents of Graduates
    - The Big Tournament