How to: Facebook Audience Insights

Click go to Audience Insights. You will need to be logged into a Facebook account to use this resource. You do not need to have a company page.

Since you likely don’t have a company page click Everyone on Facebook.
Create and Audience using filters. I set mine to Kalamazoo, Michigan, women, aged 18 to 21, that are interested in dogs. Facebook estimates this is 2k to 2.5k monthly active users.

You can look at Demographics, Activity (whether they use a phone or desktop or both to access Facebook and how often, etc.), household composition, and purchase patterns. Page Likes is a really interesting tab. WMU ranks higher than MSU in terms of page likes. :)