



HONESTREPORTING REACHED 4 MILLION YOUNG PEOPLE IN A KEY AREA WHERE THEY GET MUCH OF THEIR NEWS: FACEBOOK

Why is **HonestReporting's reach to 10 million people on Facebook** during the recent Gaza conflict so critical in today's world? Because statistics indicate that the 18-29 age group constitutes around 40% of all Facebook users, which would indicate we reached about 4 million young people. **Young people are a critical target audience.**

According to the National Survey of American Jews (2007), fewer than half of Jews under the age of 35 believe Israel's destruction would be a personal tragedy, compared to 78% of those over 65.

The Washington Post reported that a Gallup poll during the 2014 Gaza conflict showed "while older Americans clearly sided with Israel, 18 to 29-year-olds said by a two-to-one margin (51-25) that its actions were unjustified."



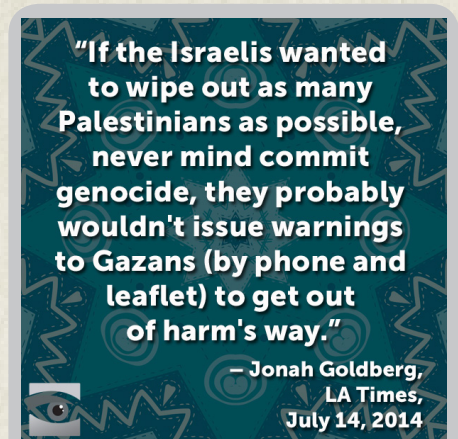
👍 8,953 Likes 💬 307 Comments 📄 45,745 Shares
HonestReporting reached 3,406,000 people with this image



👍 24,725 Likes 💬 1,200 Comments 📄 37,987 Shares
Reach: 3,312,640



👍 19,233 Likes 💬 252 Comments 📄 4,870 Shares
Reach: 489,216



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Reach: 293,000