



The Marketing  
Maven's Guide to

**facebook**

## About the Marketing Maven Guides



### Maven Morsel

*Look for these Maven Morsels throughout the report for key takeaways you can share and tweet!*

TrackMaven's Marketing Maven guides are a series of insight-driven reports published to help marketers compete more effectively.

Each report contains a set of timely insights specific to a particular marketing channel, medium or technology. The insights are generated by our own TrackMaven platform, which continuously analyzes millions of pieces of real-world marketing content generated by brands of all shapes and sizes.

Today's customers are more empowered than ever, with nearly unlimited access to information across a staggering array of channels. Marketers must work harder than ever to connect with customers while not drowning in the data coming back at them from all directions.

Mavens are commonly defined as individuals who accumulate large amounts of expertise in a particular field, and synthesize the knowledge over time. Then, rather than hoarding their findings, Mavens share their insights with others for the betterment of everyone around them.

Our Marketing Maven series gives Marketers the insights to do just that — and to become Marketing Mavens.

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**We analyzed 5,804  
Facebook pages  
and their combined  
1,578,006 total posts for  
trends in interactions**

## I. Introduction

Moving into its second decade of life, Facebook remains the 800-lb gorilla (or corgi for our own liking) in social media, with little sign of slowing down anytime soon. According to the PewResearch Center's December 2013 Social Media Update, Facebook remains the most popular social network among U.S. adults, with 71% of online adults now active Facebook users ([Source 6](#)), up from 67% in 2012.

For many brands, the Facebook channel has become mandatory as customers forgo traditional learning venues based on Facebook's grip on their daily lives. But more competition from other brands big and small, coupled with Facebook's ever-evolving algorithms for content prioritization, make it harder than ever for Marketers to stand out.

For this report, we set out to identify the attributes of the most impactful Facebook interactions. We analyzed **5,804 Facebook pages** spanning a total combined **1,578,006 posts**. All of the Pages in our data set have a minimum of 1,000 Page Likes. Throughout this report, we define the effectiveness of a post as the average total interactions per post, including Likes, Comments, and Shares, normalized per 1,000 Page likes.

We were surprised at many of our findings, and we think you will be too.

## II. A Facebook Primer for Marketers

By now, the story of Mark Zuckerberg's invention of Facebook has become a tech legend.

Facebook's origin story has been covered by countless journalists, authors, and perhaps most famously, in David Fincher and Aaron Sorkin's Academy Award winning film adaptation, *The Social Network*.

Here are some notable highlights from Facebook's history:

### Facemash

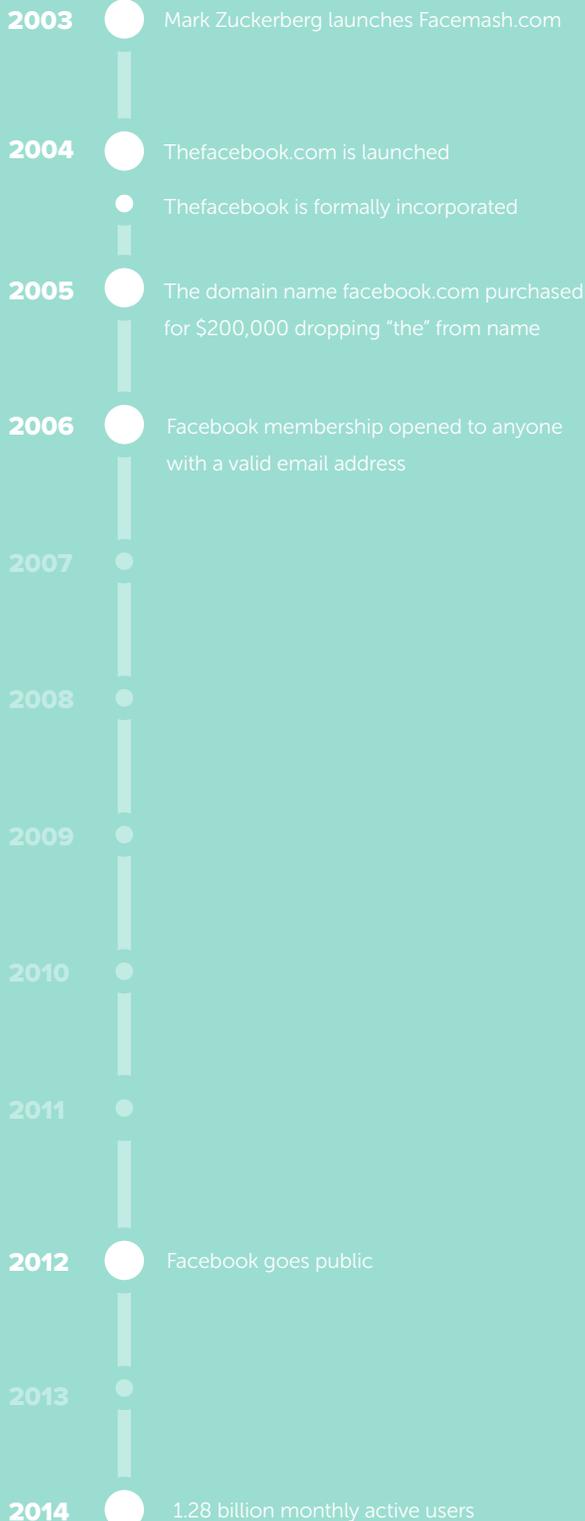
The original concept for the Facebook as we know today began on October 23, 2003, when Mark Zuckerberg launched *Facemash.com* while still an undergraduate at Harvard University.

### TheFacebook.com

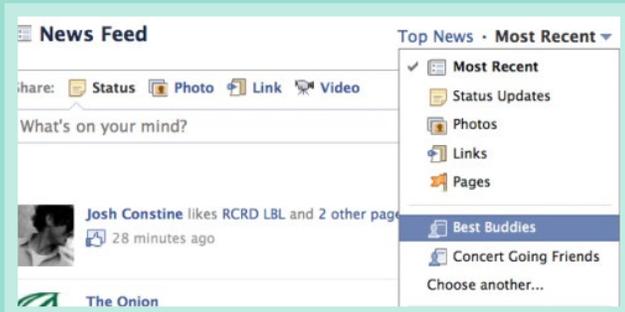
Inspired by the *Facemash* incident, Zuckerberg and co-founders Dustin Moskovitz, Chris Hughes and Eduardo Saverin launched *thefacebook.com*. By the end of 2004, *thefacebook.com* had over 1 million registered members.

On September 20th, 2005, the company purchased the domain name *facebook.com*, and formally dropped "the" from its nomenclature.

Throughout its development, Facebook remained free to join with a revenue stream based largely on advertising. Facebook debuted on the NASDAQ with an initial public offering on May 18, 2012. ([Source 1](#))

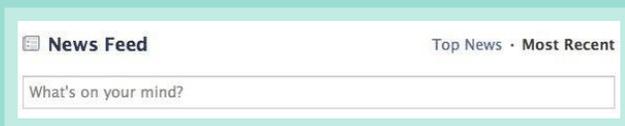


2009



Facebook allows users to create lists, which enable them to filter their newsfeed themselves

Oct. 2009



Facebook divides its newsfeed into "Top News" and "Most Recent"

2011



Facebook introduces EdgeRank and combines the Top New and Most Recent feeds

2013

Facebook makes several changes to reduce "spammy" content

As outlined in the infographic to the left, Facebook has consistently tweaked and restructured its News Feed over the years to offer a smarter feed of relevant content to users. Each algorithm change, however, comes with a learning curve for marketers, who must often adjust their content strategies on the network to maximize their posts' distribution. The latest algorithm change, which Facebook announced on their blog on April 10, 2014, de-emphasizes Pages engaging in "feed spam behavior," including like-baiting, repeated content, and spammy links. ([Source 2](#))

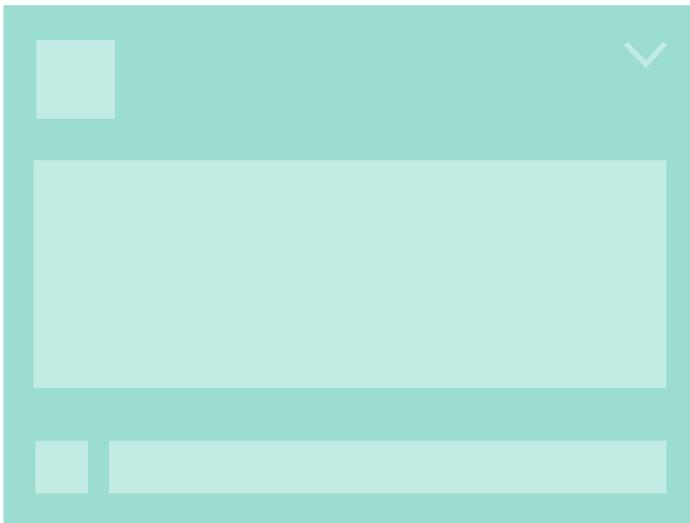
Changes to the News Feed algorithm are not the only challenge for marketers endeavoring to develop an engaging Page on Facebook. Every day, there are upwards of 1,500 possible stories ([Source 3](#)) that can be displayed on a typical user's News Feed. As more people and Pages continue to join the network, there is more competition to organically appear in the News Feed.

According to an analysis of 106 country-level brand pages conducted by Social@Ogilvy, the organic reach of brand pages sank to 6.15% by February 2014, a 49% decline from a peak of 12.05% reach in October 2013. Pages with greater than 500,000 likes saw an even smaller organic reach as a percentage of their fan base, dropping from 4.04% in October 2013 to 2.11% in February 2014. ([Source 4](#))

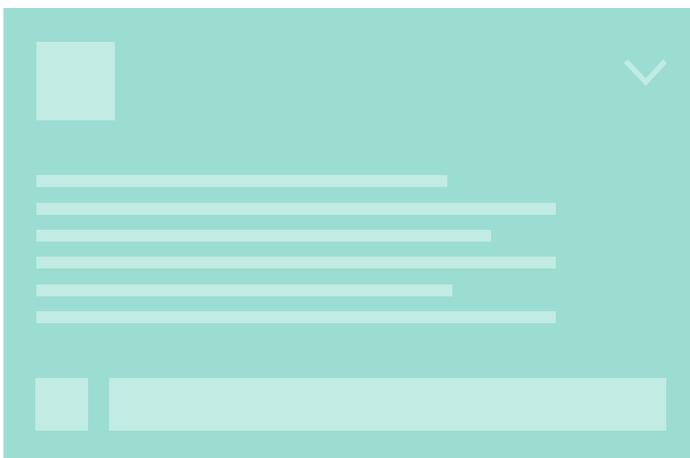


Facebook acknowledged the effect that increased competition has had on the reach of Pages and offered proactive advice for responding to the trend in a December 2013 blog post titled “What Increased Content Sharing Means for Businesses”:

“Because the content in News Feed is always changing, and we’re seeing more people sharing more content, Pages will likely see changes in distribution. For many Pages, this includes a decline in organic reach. We expect this trend to continue as the competition for each story remains strong and we focus on quality.”



As the dynamic nature of the News Feed continues to follow people’s patterns of sharing, Page owners should continue using the most effective strategy to reach the right people: a combination of engaging Page posts and advertising to promote your message more broadly. Advertising lets Pages reach the fans they already have and find new customers as well. Ultimately, the fans you have matter. In addition to being some of the most loyal customers, fans also make the advertising on Facebook even more effective. [\(Source 5\)](#)



### III. The Impact of Timing

#### Post Frequency By Day of Week

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Monday	16.14%
Tuesday	16.47%
Wednesday	16.62%
Thursday	16.82%
Friday	16.18%
Saturday	9.04%
Sunday	8.73%

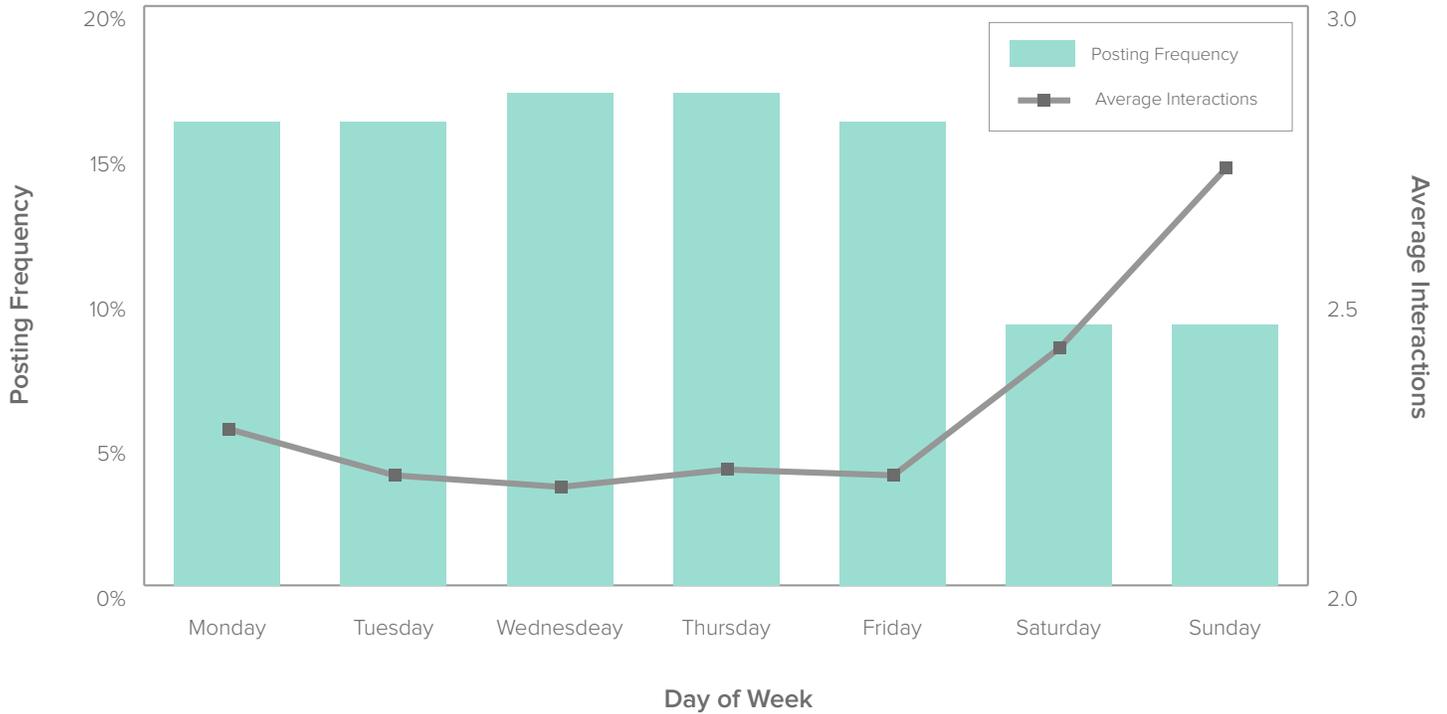
There are 6 billion Likes on Facebook every day. (Source 8) But is there a “best” time to post for greater engagement? We analyzed the schedule of Facebook posts by day of the week and time of day, and analyzed both for trends in the average number of interactions per post.

#### What is the most popular day of the week to post on Facebook?

When we look at the frequency of Facebook posts by day of the week, we can see that the frequency of posts is roughly the same throughout the workweek from Monday through Friday. Thursday is the most popular day to post by a small margin with **16.82% of all posts**, with Tuesday and Wednesday close behind with **16.47% and 16.62%**, respectively.

Posting frequency drops nearly in half over the weekend, with only 9.04% of posts published on Saturday. Sunday is the least popular day, accounting for only **8.73%** of total Facebook posts.

## Post Frequency and Effectiveness by Day of Week



### What day of the week is most effective?

Although most marketers are focused posting on Facebook during the workweek, the average number of interactions shows they can benefit outside of their schedule. The graph above shows the frequency of posts by day of week [Teal], and the average interactions per post [Grey]. Looking at the distribution of posting frequency, we can clearly see the disparity in posting between the workweek and the weekends, with a significant drop in posting frequency on Saturday and Sunday. However, the average number of interactions per post shows the opposite trend.

The average number of interactions per post remains relatively consistent from Monday through Friday, between a high of 2.27 average

interactions on Monday and low of 2.19 on Tuesday and Friday, then trends sharply upwards on Saturday and Sunday. Posts published on Sundays have the greatest effect with 2.72 average interactions per post.



### Maven Morsel

*Posts published on Sundays are 25% more effective than posts published on Wednesdays.*

Time Window	Percentage of posts	Average Interactions per hour
<b>Before Work</b> 1am – 8am	<b>8.8%</b>	<b>1.93</b>
<b>Workday</b> 8am – 5pm	<b>62.7%</b>	<b>2.24</b>
<b>After Hours</b> 5pm – 1am	<b>28.5%</b>	<b>2.49</b>



### Maven Morsel

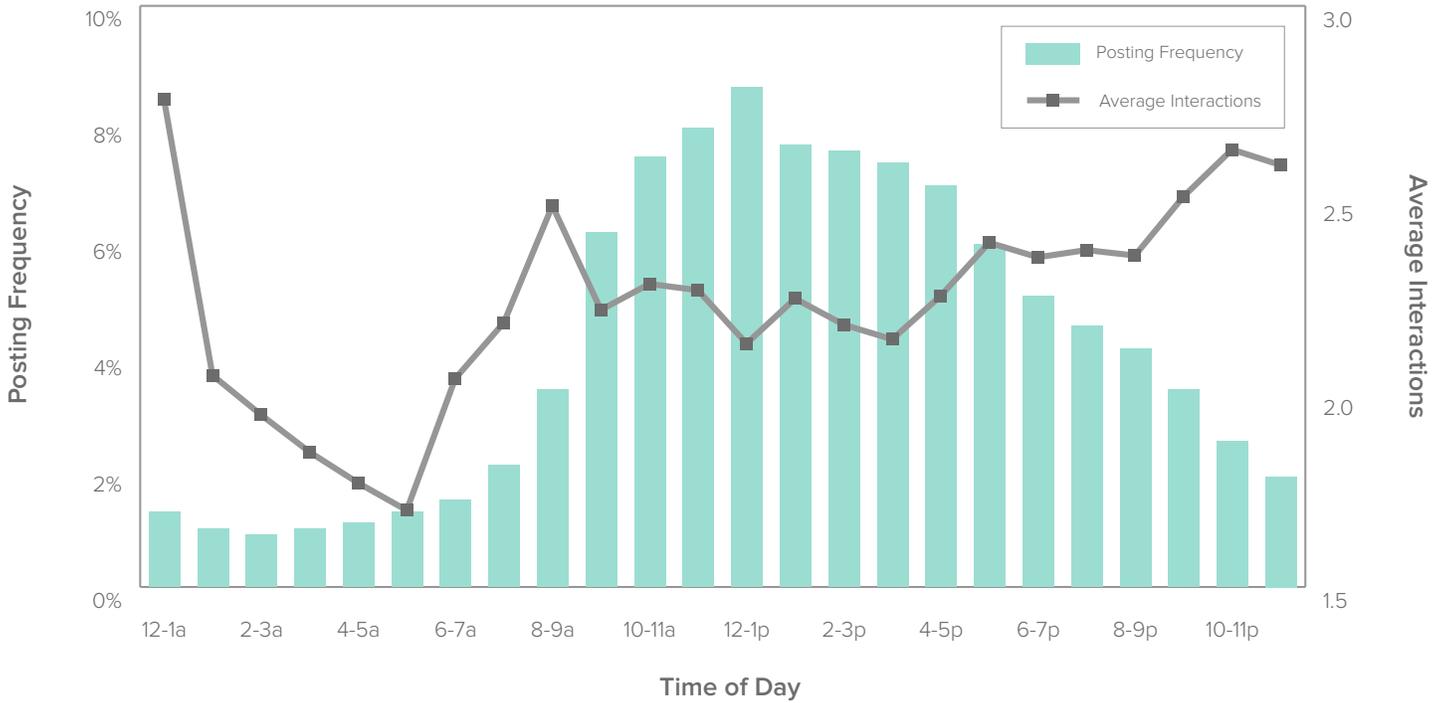
*Hungry to post? Lunchtime (12-1PM EST) is the most popular time to post on Facebook.*

### What is the most popular time of day to post on Facebook?

The table above shows the distribution of Facebook posts by time of day (EST).

The most popular time to post is between 12-1PM EST, with 8.55% of posts published then. The least popular times to post are 1-2AM EST (1.01%), 2-3AM EST (0.91%), and 3-4AM EST (0.95%). Overall, 62.7% of all Facebook posts are published from 8AM - 5PM EST.

## Post Frequency and Effectiveness By Time of Day



### Maven Morsel

*Burn the midnight oil! Posts after hours (5pm-1am) receive the highest interactions at 2.49 per post.*

### What is the most effective time of day to post on Facebook?

Graphically, we can see the distribution of posting frequency by time of day is a roughly normal distribution centered around a 9AM-5PM workday (EST). However, the distribution of interactions [Grey], trends upwards later in the evening, from **5PM to 1AM EST**, as posting frequency declines.

Although posting during the workday is the most popular, the highest average peak of interactions is found during after hours. Posts from 5pm-1am have on average 2.49 interactions.

### III. Pictures Are Worth a Million...Likes?



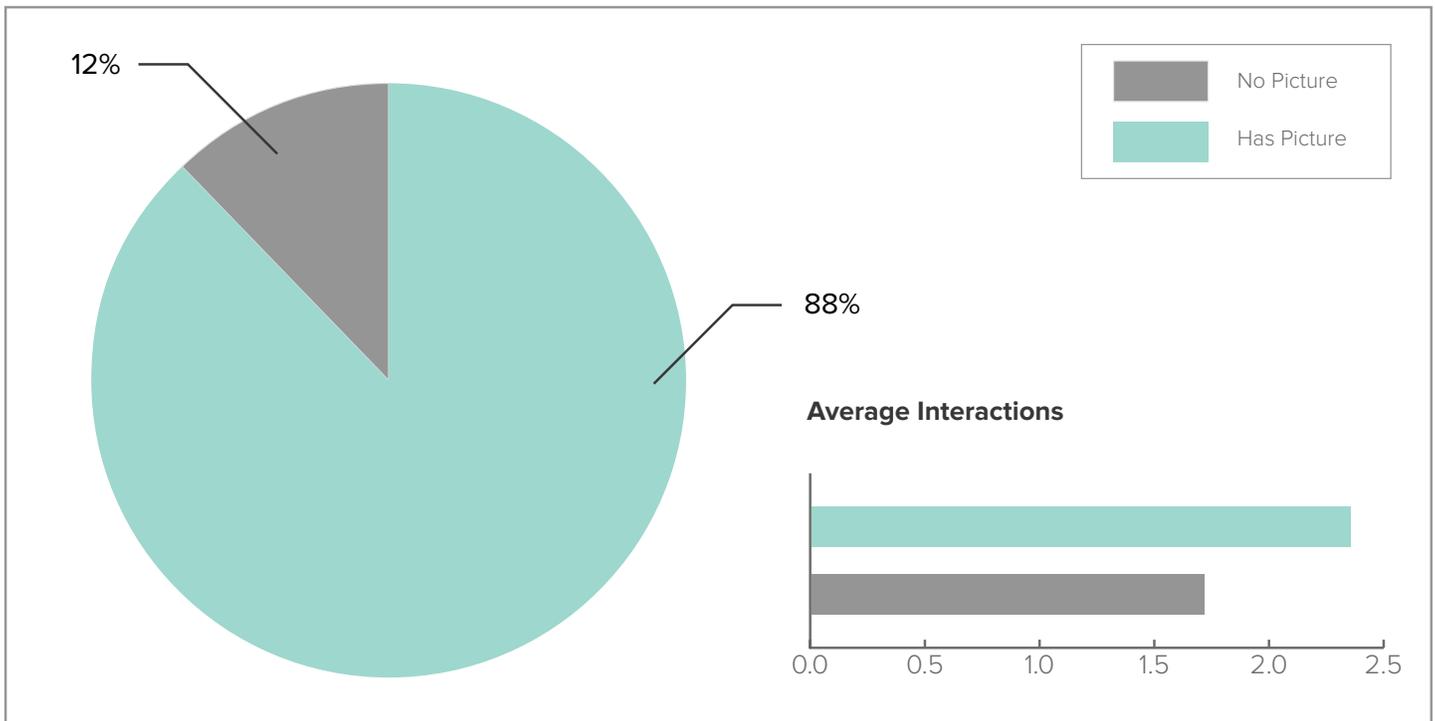
*This campaign photo of President Obama hugging First Lady Michelle Obama after his 2012 re-election is the most liked photo of all time on Facebook with over 4.4 million Likes*

It is no secret that Facebook is an image-focused network. Facebook was designed from its very inception, after all, as an online repository to compare users' profile photos.

True to its original intention, Facebook became the largest host of photos online in February 2011. (Source 9) Facebook's 2012 acquisition of photo-sharing app Instagram furthered the emphasis on images as an integral part of the social network's experience. As of February 2014, there were 350 million photos uploaded to Facebook every day. (Source 10)

**It comes as no surprise, then, that our analysis found that 88% of posts include photos.**

## Use of Pictures in Posts



The graph above shows both the posting frequency [Grey] and normalized effect of posts [Teal], for posts with and without photos. In our analysis, posts with photos saw 2.35 average interactions per post, versus only 1.71 for those without photos.



### Maven Morsel

*Get visual! Posts with photos are 37% more effective than those with just text.*



**Moby Dick was written at a 10th grade reading level. The Average Facebook post has a 4th grade reading level.**

## V. The Written Word in the Facebook Era

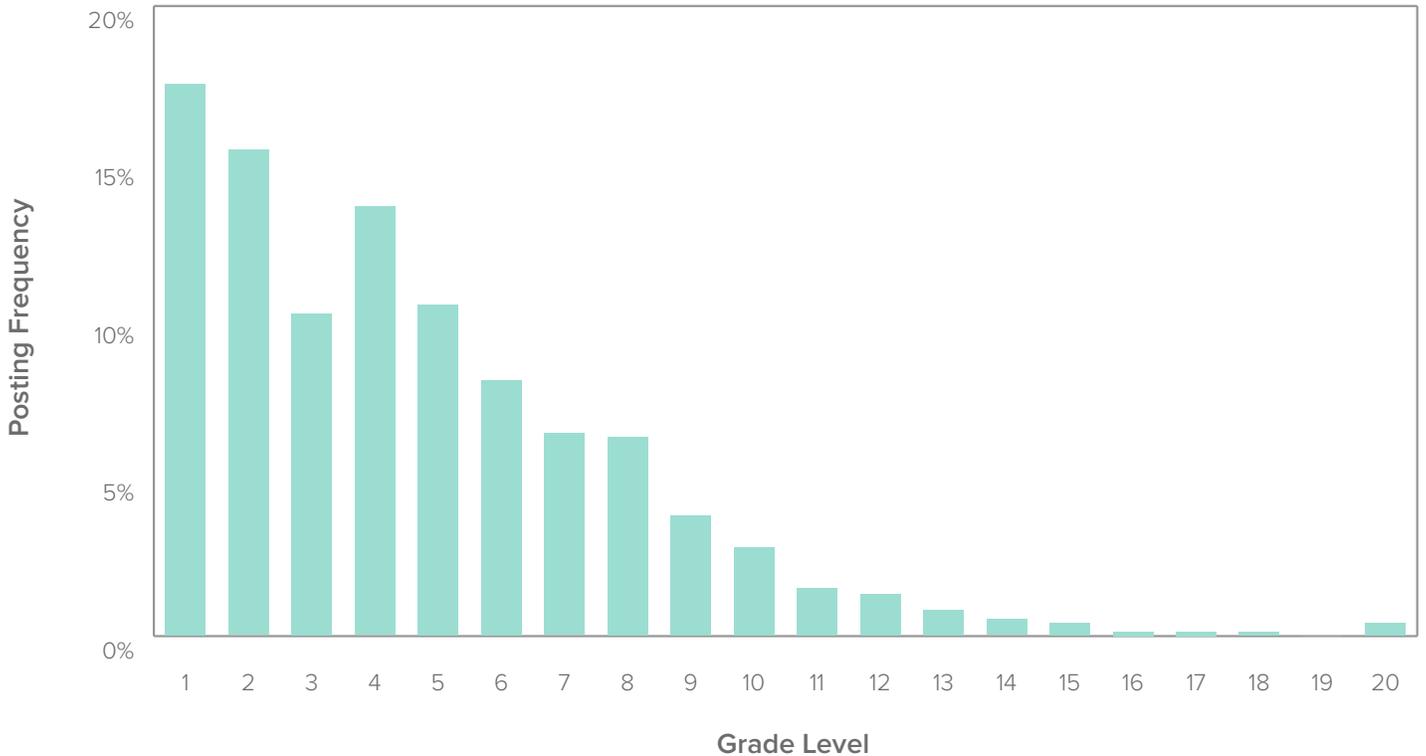
Facebook posts have become an integral means of communication, for both individuals and companies. For individuals, Facebook posts are a means of self-expression, and with Facebook users running the gamut in age, one would expect the grade level of individuals' posts to vary accordingly. But for companies using Facebook for optimal brand awareness and messaging, what is the most common grade level for Facebook copy?

When it comes to getting your point across, it is a common adage that simpler is better, and many publications and publishing platforms make use of the Flesch-Kincaid readability tests to ensure that their copy is easily comprehensible. Developed for the U.S. Navy in 1975, the tests analyze the word and sentence length of a passage to indicate its difficulty. Amazon even makes use of these metrics as part of the "Readability" calculation for books featured on the site. [\(Source 11\)](#)

The Flesch Reading Ease formula scores a passage on a scale from 0 to 100, where a score of 90-100 correlates to the reading level of an 11-year-old student, while a score from 0-30 is correlated a university graduates' reading level.

Using the Flesch-Kincaid Grade Level formula, the 100-point score is translated to a U.S. grade level, and is largely used in the field of education to assess the appropriate grade level of various texts. Herman Melville's *Moby Dick*, for example, has a Flesch-Kincaid score of 57.9. [\(Source 12\)](#) What is the most common Grade Level for Facebook posts?

## Post Frequency Per Grade Level



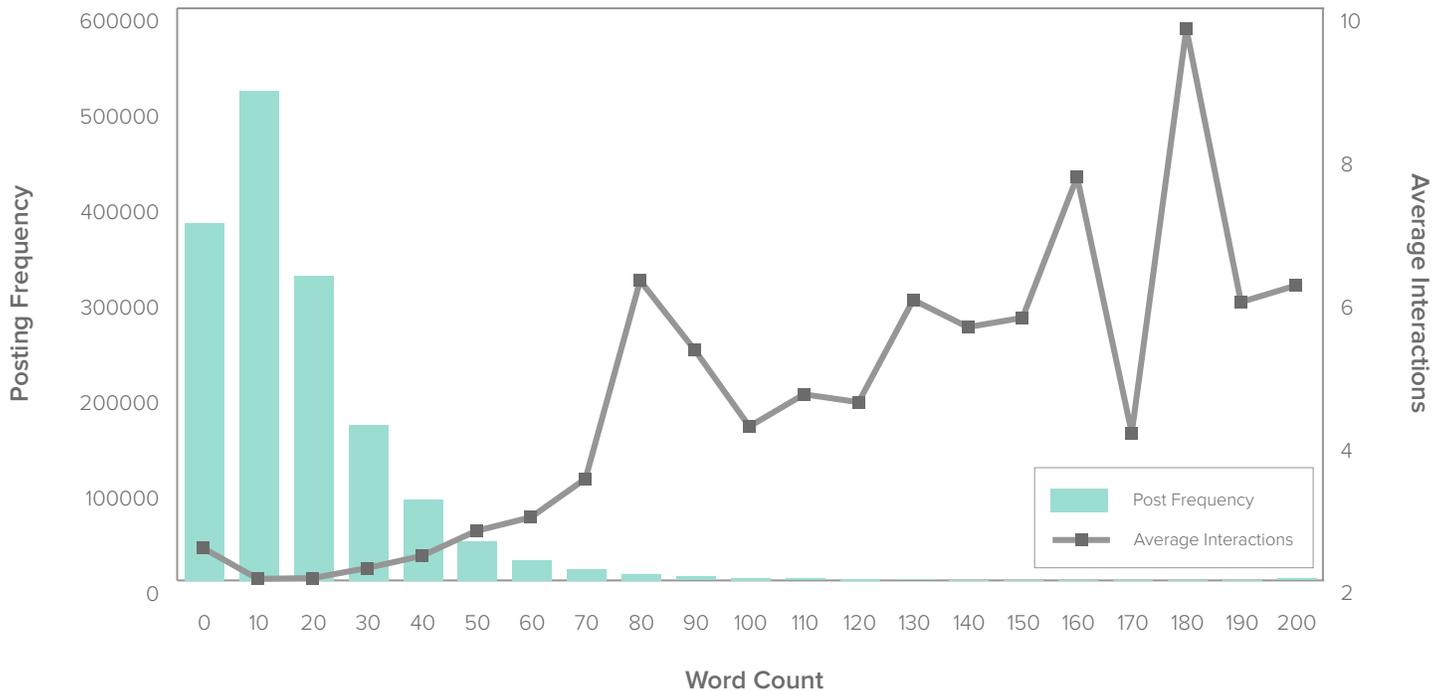
### Maven Morsel

Welcome to Facebook Elementary! 67.3% of Facebook posts are written at a 5th grade level or below.

### What is the most common grade level for Facebook posts?

Using the Flesch-Kincaid readability tests, we analyzed the frequency of Facebook posts by grade level. As we can see in the table and graph above, 67.3% of Facebook posts are written at an elementary school grade level (5th grade or below). The most frequent Facebook post grade level is 1st grade, accounting for 17.5% of posts. Only 2.5% of posts are written at or above a college reading level (grade 13 or higher).

## Post Frequency Per Word Count



### Maven Morsel

*Don't let the cat get your tongue! More than half of all Facebook posts have fewer than 20 words, but the higher the word count, the greater the engagement.*

### What is the most common word count for Facebook posts?

The graph above shows the frequency of Facebook posts by word count. The distribution peaks for posts with a word count between 10-19 words, accounting for 33.09% of posts. Posts with 0-9 words are the second most common (24.12%), followed by 20.58% of posts with a word count between 20-29. Overall, a majority of posts kept their message short; 57.21% of posts have 19 or fewer words, and 93.77% of posts have a word count of 49 or fewer.



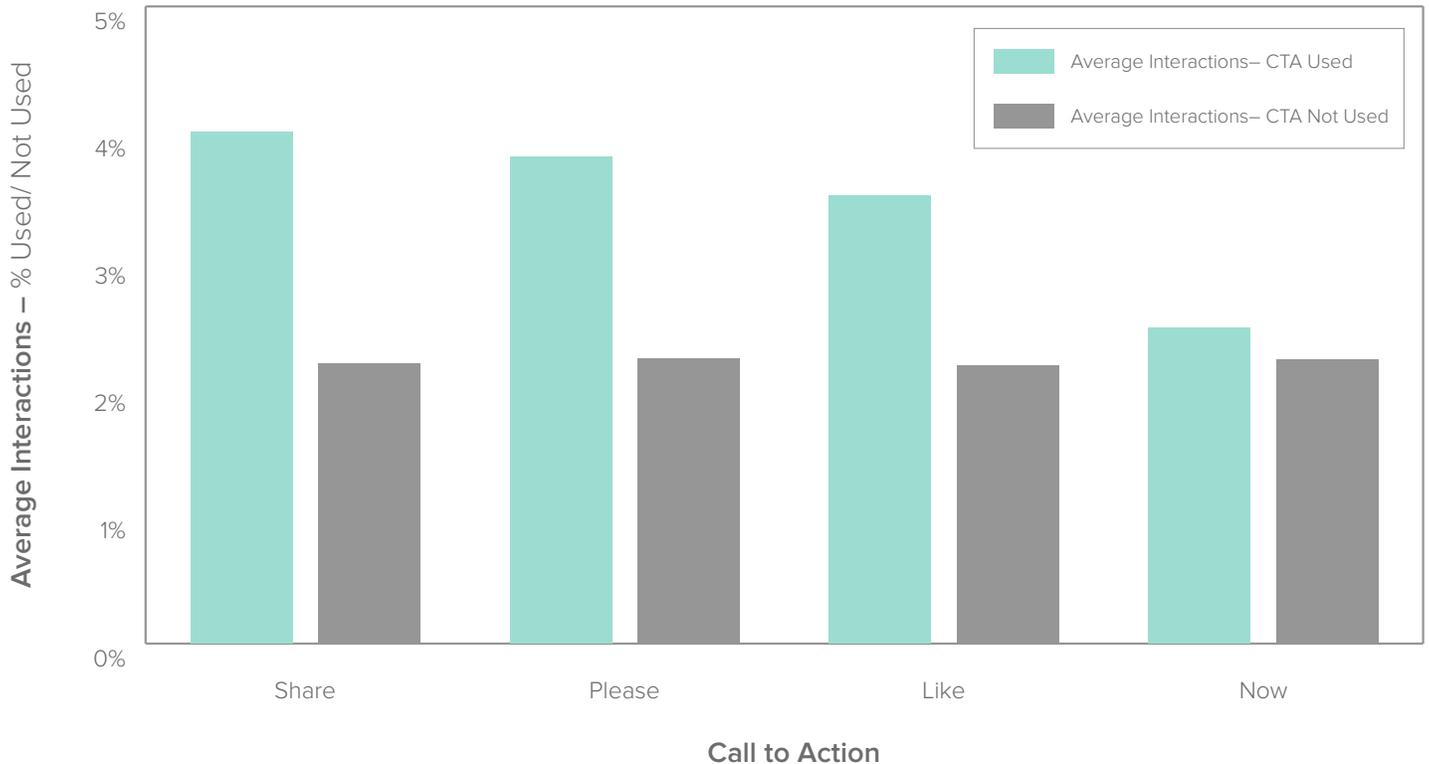
**Posts with a word count of 80 or greater garner 2X as much engagement on average.**

### **What is the most effective word count?**

The graph above shows a positive correlation between word count and post effectiveness. Most notable is the difference in effectiveness between posts with a word count of 70-79 words compared with 80-89. While posts with a 70-79 word count have 3.42 average interactions per post, the effectiveness of posts with 80-89 words nearly doubles, to 6.19 average interactions per post.

Given the rise in mobile Facebook users and the limited digital landscape on most smartphones, one might have expected post length and effectiveness to have a negative correlation. One possible theory behind the increased effectiveness of longer posts is that they benefit from the intrigue of Facebook's "Continue Reading" link. According to psychology and behavioral economics professor Dan Ariely, our brains have a tendency to shift our preferences towards things we invest energy into due to what Ariely dubs the "Ikea Effect". (Source 13) In this case, one possible explanation is that users are more likely to interact with posts that require a longer investment of time to read to completion.

## Post Effectiveness Per Call-to-Action Term Use



### Which Call-to-Action words drive the most social actions (CTA)?

Calls to action (CTA) are a common part of marketers' parlance, and on social networks, a CTA can take many different forms. We analyzed the effectiveness of four of the most common CTA words: Share, Please, Like, and Now.

The graph above shows the normalized effect of posts that include the CTA words [Teal] versus those that do not include them. Across the board, these call to action terms are correlated with greater effectiveness, as the average interactions per post are higher for posts that include CTA terms than those that do not.



## Maven Morsel

*Using a CTA is more effective, but Facebook's May 2014 algorithm change penalizes for adding one.*

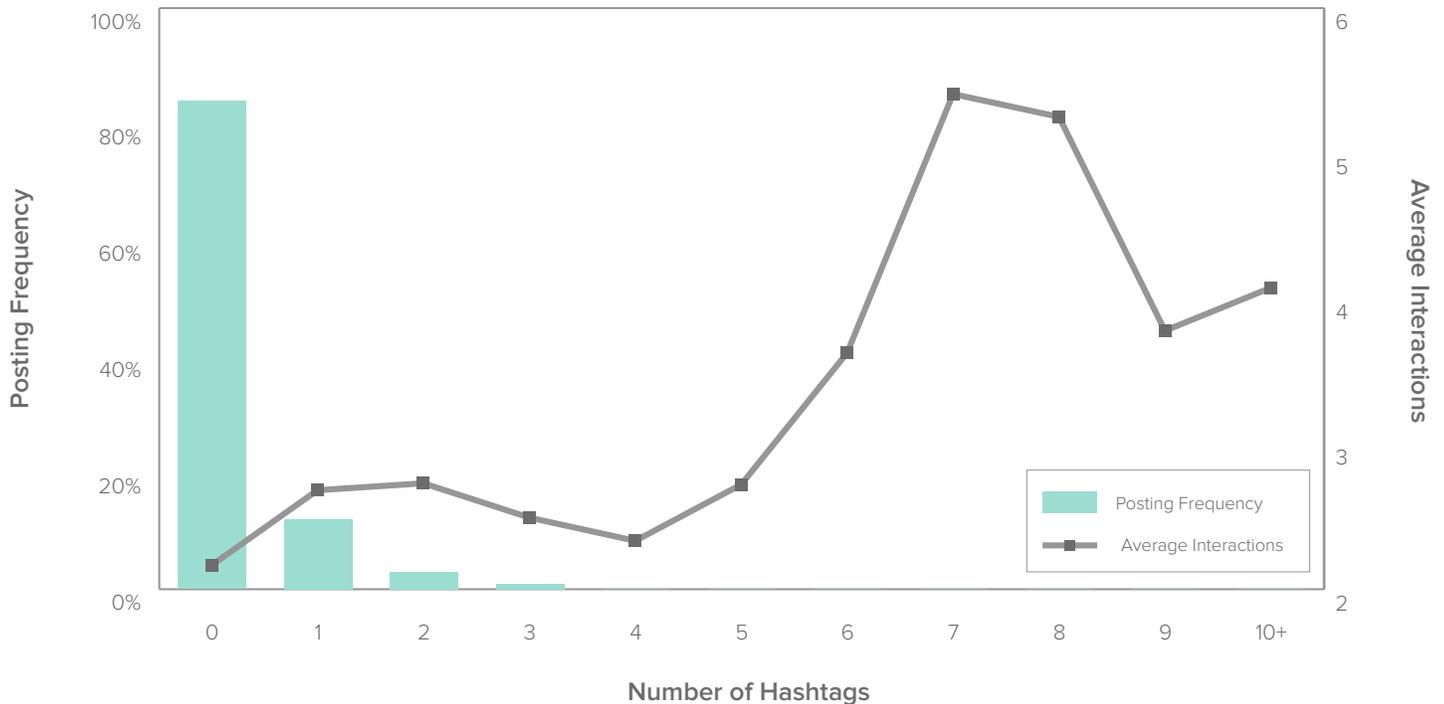
Out of the group, use of the term “Share” in a CTA is the most effective. Posts that include the word “Share” garner nearly 2X as many social actions on average than those that do not (4.02 versus 2.19 average interactions per post).

Use of the word “Now” shows the smallest correlation with increased effectiveness. Posts that include the word “Now” show marginally greater effectiveness than those that do not (2.48 versus 2.23 average interactions per post).

However, marketers must bear in mind that the latest News Feed algorithm change penalizes Pages that engage in “feed spam behavior,” including like-baiting, repeated content, and spammy links. Facebook defines “like-baiting” as “when a post explicitly asks News Feed readers to like, comment or share the post in order to get additional distribution beyond what the post would normally receive.” (Source 14) While many people interact with posts that directly call for action – causing such posts to be featured more prominently in the News Feed – Facebook found that this content is rated 15% less relevant by users. (Source 15)

So while certain CTA terms are correlated with increased engagement at the time of publication, a proactive marketer can avoid being penalized and foster genuine engagement from fans without trying to game the system. As Facebook noted on their blog, “This update will not impact Pages that are genuinely trying to encourage discussion among their fans, and focuses initially on Pages that frequently post explicitly asking for Likes, Comments and Shares.” (Source 16)

## Post Frequency and Effectiveness Per Hashtag Use



### What is the most common number of hashtags per post?

While hashtags are integral conversation markers on Instagram, Tumblr, Twitter, and Pinterest, the use of clickable hashtags is a relatively new development on Facebook. On June 14, 2013, Facebook announced the use of hashtags on the network as part of “a series of features that surface some of the interesting discussions people are having about public events, people, and topics.” (Source 17) The graph above shows the distribution of Facebook posts by the number of hashtags used. Overall, 83.93% of posts do not contain any hashtags. Among posts that include hashtags, the majority include only a single hashtag, accounting for 11.61% of all posts, while only 3.02% of posts use 3 hashtags. Fewer than 1.5% of posts contain three or more hashtags.

### Which number of hashtags is most effective?

As we can see in the graph above, post effectiveness is positively correlated with increasing hashtag usage. While only 0.02% of posts use 7 hashtags, those that do see exceptional engagement from their audience, with 5.41 average interactions per post. It is worth noting that posts with 1 or 2 hashtags are better than those with 3 or 4.

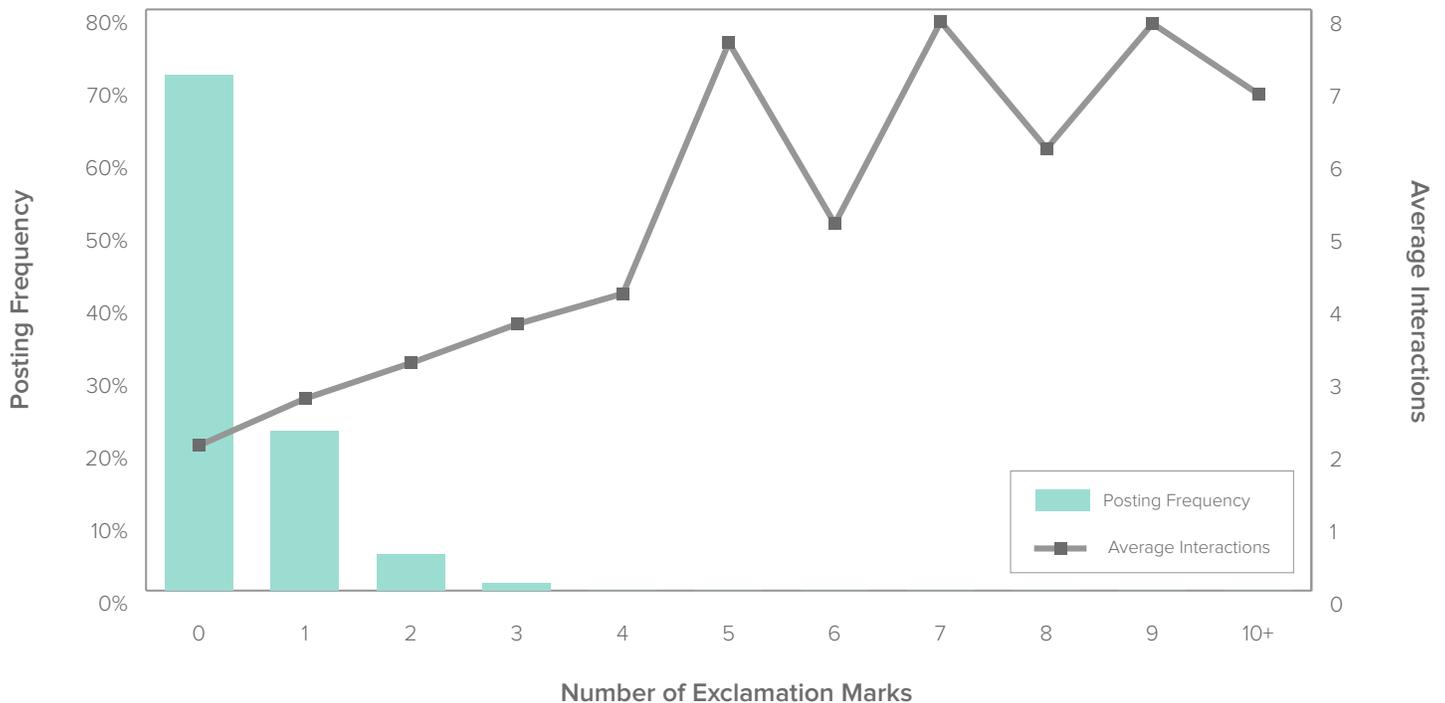


#### Maven Morsel

*Fewer than 1 in 6 posts contain hashtags, but those that do see 60% greater #engagement on average.*

## VI. Truths About Punctuation

### Post Frequency and Effectiveness Per Exclamation Mark Use



#### What is the most common number of exclamation points per post?

The graph above shows the distribution of Facebook posts by the number of exclamation points used throughout the post. The majority (71.17%) of Facebook posts do not use exclamation points, while 21.63% use only a single exclamation point. Only 5.19% of posts show real excitement with three exclamation points, while only 2.01% use 4 or more.



#### Maven Morsel

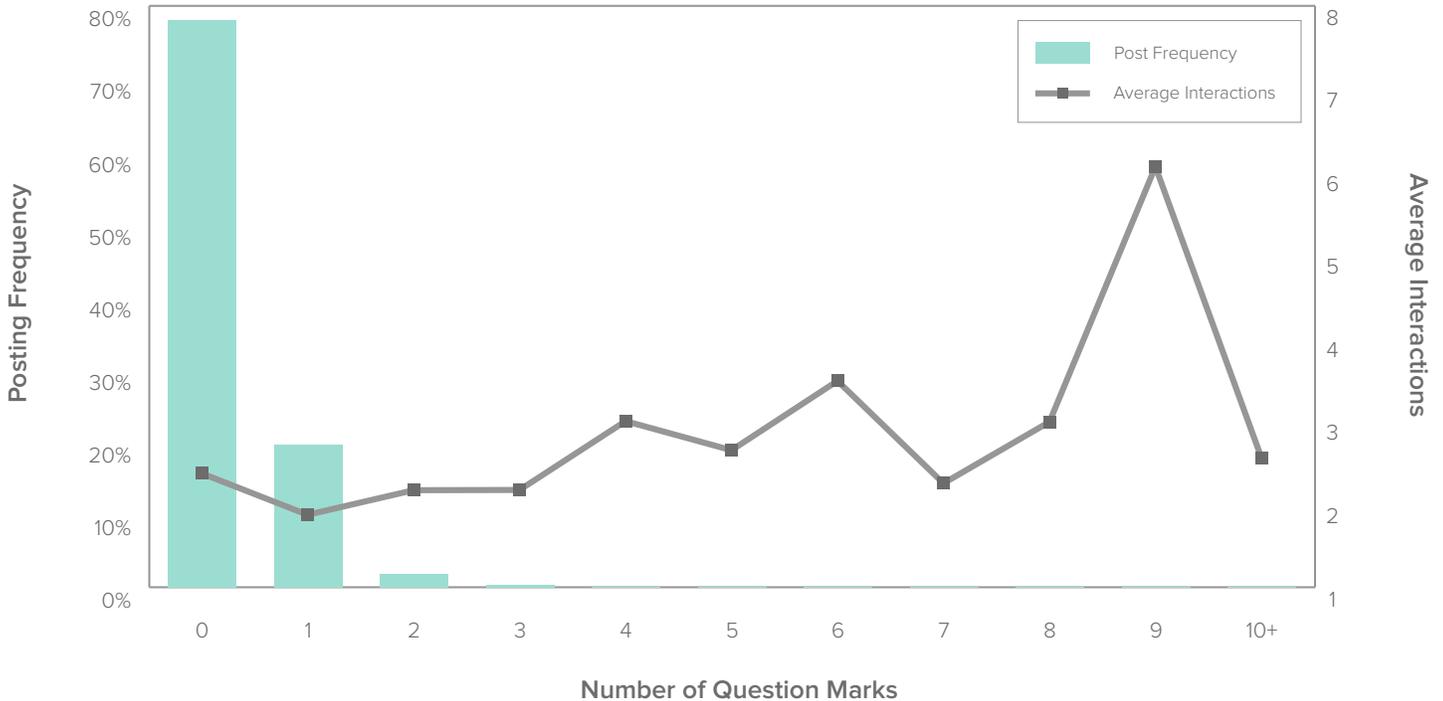
*Posts with exclamation points see 2.7X more engagement on average!*

#### Which number of exclamation points is most effective?

The graph above shows the average number of social actions per post by the number of exclamation points used throughout the post. While few posts use any exclamation points, posts with no exclamation points have the lowest average number of interactions per post (2.01).

Overall, the graph shows a positive correlation between post effectiveness and number of exclamation points per post. The effectiveness is highest for posts with 7 exclamation points, with 7.84 interactions on average.

## Post Frequency and Effectiveness Per Question Mark Use



### What is the most common number of question marks per post?

As we saw with the frequency and effectiveness of exclamation points, the vast majority (78.10%) of Facebook posts do not contain question marks. 19.58% of posts contain a single question mark, and 1.84% of posts contain 2 question marks. Only 0.48% of posts contain 3 or more question marks.

### Which number of question marks is most effective?

The graph above shows the average number of interactions per post by the total number of question marks used. Overall, the distribution shows no definitive correlation between the number of question marks used and post effectiveness.

78.10% of posts do not use any question marks; however, posts without question marks have fewer average interactions per post (2.35) than those that include 1 or more questions marks (2.90). There is a large outlier for posts that use 9 question marks, with 6.05 average interactions per post, but these account for fewer than 0.002% of posts.



### Maven Morsel

*To post? Or not to post??? Only 1 in 5 posts use question marks, but garner 23% more engagement.*

## VI. Conclusion

For marketers, the Facebook News Feed has developed into a content proving ground. In the News Feed hierarchy, a post can either revel in the buoyancy of user Likes, Comments, and Shares, or fade away to the bottom of the News Feed's infinite scroll. Based on the results of our analysis, the trends indicate an overall correlation between effectiveness and greater personalization of Facebook content — from the greater impact of weekend and evening posts, to the upward trend in interactions with the use of question marks, exclamation points, and hashtags that appeal to our curiosity, excitability, and innate desire for conversation. The rise in mobile Facebook users speaks further to the complete integration of the social network into users' entire lives. Despite the increasing competition for News Feed real estate, proactive marketers are intelligently engaging their audience with content that builds a social bond.

**Like what you've read?  
Bark at us!**

[www.trackmaven.com](http://www.trackmaven.com)



## VII. Sources

1. Facebook: <http://bit.ly/1jV4vSK>
2. Facebook: <http://bit.ly/1gl62qb>
3. Facebook: <http://on.fb.me/RUFscd>
4. social@Oglivy: <http://bit.ly/1qVjwxt>
5. Facebook: <http://on.fb.me/RUFscd>
6. PewResearch Internet Project:  
<http://bit.ly/1o6qU7d>
7. Facebook: <http://bit.ly/1jV4vSK>
8. Facebook: <http://bit.ly/1jV4vSK>
9. CNN: <http://cnn.it/1jV4XAk>
10. Internet.org: <http://bit.ly/1jV513a>
11. Amazon: <http://amzn.to/1sUVRZZ>
12. USF: <http://bit.ly/1o6rkuo>
13. Harvard Business School: <http://bit.ly/1jy26C2>
14. Facebook: <http://bit.ly/1gl62qb>
15. Facebook: <http://bit.ly/1gl62qb>
16. Facebook: <http://bit.ly/1gl62qb>
17. Facebook: <http://bit.ly/1sUW9A3>

## VIII. Data Appendix

### Post Effectiveness by Day of Week

Hour of day	Avg. Interactions Per Post (Normalized Per 1K Page Followers)
12-1a	2.76183
1-2a	2.04879
2-3a	1.94665
3-4a	1.85063
4-5a	1.77085
5-6a	1.70015
6-7a	2.04024
7-8a	2.18447
8-9a	2.4865
9-10a	2.21749
10-11a	2.28464
11-12p	2.26825
12-1p	2.13044
1-2p	2.24668
2-3p	2.17945
3-4p	2.14161
4-5p	2.25399
5-6p	2.39102
6-7p	2.35331
7-8p	2.37194
8-9p	2.35786
9-10p	2.51019
10-11p	2.63138
11-12a	2.59137

## Post Frequency and Effectiveness by Time of Day EST

Hour of day	Frequency %	Avg. Interactions Per Post (Normalized Per 1K Page Followers)
12-1a	1.3%	2.76183
1-2a	1.0%	2.04879
2-3a	0.9%	1.94665
3-4a	1.0%	1.85063
4-5a	1.1%	1.77085
5-6a	1.3%	1.70015
6-7a	1.5%	2.04024
7-8a	2.1%	2.18447
8-9a	3.4%	2.4865
9-10a	6.1%	2.21749
10-11a	7.4%	2.28464
11-12p	7.9%	2.26825
12-1p	8.6%	2.13044
1-2p	7.6%	2.24668
2-3p	7.5%	2.17945
3-4p	7.3%	2.14161
4-5p	6.9%	2.25399
5-6p	5.9%	2.39102
6-7p	5.0%	2.35331
7-8p	4.5%	2.37194
8-9p	4.1%	2.35786
9-10p	3.4%	2.51019
10-11p	2.5%	2.63138
11-12a	1.9%	2.59137

### Post Frequency and Effectiveness By Photo Usage

Post Photo Usage	Frequency (%)	Avg. Interactions Per Post (Normalized Per 1K Page Followers)
Has Photo(s)	88%	2.35
No Photo	12%	1.71

## Post Effectiveness By Word Count

Word Count	Avg. Interactions Per Post (Normalized Per 1K Page Followers)
0-9	2.45
10-19	2.02
20-29	2.03
30-39	2.17
40-49	2.34
50-59	2.69
60-69	2.88
70-79	3.42
80-89	6.19
90-99	5.22
100-109	4.15
110-119	4.60
120-129	4.49
130-139	5.92
140-149	5.54
150-159	5.67
160-169	7.64
170-179	4.06
180-189	9.71
190-199	5.89
200+	6.12

## Post Frequency By Grade Level

Grade Level_	Avg. Interactions Per Post (Normalized Per 1K Page Followers)
1	17.5%
2	15.4%
3	10.2%
4	13.6%
5	10.5%
6	8.1%
7	6.4%
8	6.3%
9	3.8%
10	2.8%
11	1.5%
12	1.3%
13	0.8%
14	0.5%
15	0.4%
16	0.1%
17	0.1%
18	0.1%
19	0.0%
20	0.4%

### Post Effectiveness By CTA Use

CTA	frequency/% of posts	Avg. Interactions Per Post (Normalized Per 1K Page Followers)
"Share"	4.01	2.19
"Please"	3.82	2.23
"Like"	3.51	2.18
"Now"	2.48	2.22

### Post Frequency and Effectiveness Per Hashtag

Total Number of Hashtags Per Post	Frequency %	Avg. Interactions Per Post (Normalized Per 1K Page Likes)
0	84%	2.16
1	12%	2.68
2	3%	2.73
3	1%	2.49
4	0%	2.33
5	0%	2.72
6	0%	3.63
7	0%	5.41
8	0%	5.25
9	0%	3.78
10	0%	4.07

### **Post Frequency And Effectiveness Per Exclamation Point Use**

<b>Total Number of Exclamation Points Per Post</b>	<b>% Post Count</b>	<b>Avg. Interactions Per Post (Normalized Per 1K Page Followers)</b>
0	84%	2.00
1	12%	2.65
2	3%	3.14
3	1%	3.67
4	0%	4.09
5	0%	7.55
6	0%	5.05
7	0%	7.84
8	0%	6.09
9	0%	7.81
10	0%	6.84

### Post Frequency and Effectiveness Per Question Mark Use

Total Number of Exclamation Points Per Post	% Post Count	Avg. Interactions Per Post (Normalized Per 1K Page Followers)
0	78.09928%	2.35
1	19.58152%	1.85
2	1.84390%	2.15
3	0.33945%	2.15
4	0.08804%	2.98
5	0.02474%	2.63
6	0.01099%	3.46
7	0.00418%	2.23
8	0.00199%	2.97
9	0.00199%	6.04
10+	0.00392%	2.54



**TrackMaven**

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