@camwonderlands - 40,136 followers

In this report you'll get a comprehensive overview and analysis of who the followers of @camwonderlands are. You'll learn about demographics, interests, brand affinity and engagement. Questions? Visit relatable.me

40K

followers
in total

3.7

posts per week
on average

6.7%

engagement
on recent posts

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What markets does

@camwonderlands reach?

United States, United Kingdom & Australia.

Country	Est. Size	Percentage.	% Point Diff (Avg.)
United States	12,090	33.6%	+2.5 (31.1%)
United Kingdom	3,278	9.1%	+5.8 (3.4%)
Australia	1,658	4.6%	+3.6 (1.0%)
Canada	1,580	4.4%	+2.7 (1.7%)
India	1,359	3.8%	+3.6 (0.2%)
Brazil	1,255	3.5%	+1.5 (2.0%)
Italy	1,164	3.2%	+2.5 (0.7%)
Spain	917	2.6%	+1.7 (0.9%)

The *% Point Diff* in this data tells you about how the audience of @camwonderlands over or under-index versus the average population on Instagram.

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Who are they?

Audience insight for @camwonderlands

Overview & Summary

An audience of **men & women** in **United States** that are into **Travel & Photography**

Males and females speaking **English** and living in **United States**.

They're more likely to work as **photographers**, **journalists** and **authors/writers**. Likes **social media** and **magazines**, and brands such as **Instagram** and **National Geographic**.

Males and *females*, 30 to 34, speaking *English* and living in *United States*.

Age	Est. Size	Percentage.	% Point Diff (Avg.)
Age 17 and under	233	0.6%	-10.8 (11.5%)
Age 18 to 20	3,076	8.6%	-24.5 (33.1%)
Age 21 to 24	7,781	21.6%	-5.6 (27.3%)
Age 25 to 29	7,445	20.7%	+2.8 (17.9%)
Age 30 to 34	7,833	21.8%	+15.2 (6.6%)
Age 35 to 44	6,851	19.1%	+16.1 (2.9%)
Age 45 to 54	2,197	6.1%	+5.5 (0.6%)
Age 55 to 64	388	1.1%	+1.0 (0.1%)
Age 65 and over	155	0.4%	+0.3 (0.1%)

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54% ARE FEMALE

46% ARE MALE

76% MARRIED

24% SINGLE

8% PARENTS

Journalists, Photographers & Authors/writers.

Here's what they do for a living

Occupation	Est. Size	Percentage.	% Point Diff (Avg.)
Journalists	4,612	12.8%	+8.9 (3.9%)
Photographers	4,508	12.5%	+9.3 (3.2%)
Authors/writers	2,561	7.1%	+4.7 (2.4%)
Students	2,492	6.9%	-3.1 (10.0%)
Sales/Marketers	2,163	6.0%	+1.6 (4.4%)
Senior managers	2,059	5.7%	+0.5 (5.2%)
Entrepreneurs	1,653	4.6%	+1.5 (3.1%)
Artists	1,601	4.5%	+0.0 (4.4%)
Teachers	1,428	4.0%	+1.3 (2.6%)
Musicians	1,229	3.4%	-4.7 (8.1%)

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What do they like?

Audience insight for @camwonderlands

They are more likely to be into *Travel*, *Photography* & *Budget Travel*.

Likes & Interests	Category	Est. Size	Percentage.	% Point Diff (Avg.)
Travel	Travel	10,011	27.8%	+26.6 (1.3%)
Photography	Hobbies	8,303	23.1%	+11.4 (11.7%)
Budget Travel	Travel	6,298	17.5%	+17.3 (0.3%)
Clothing	Fashion	5,034	14.0%	-3.4 (17.4%)
Climbing	Sport	4,369	12.2%	+11.1 (1.1%)
Art/culture	Interests	4,063	11.3%	+3.2 (8.1%)
Outdoor life	Lifestyle	4,063	11.3%	+10.6 (0.7%)
Bed & Breakfasts	Travel	4,049	11.3%	+10.6 (0.6%)

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Brand affinity

Likes & Interests	Category	Est. Size	Percentage.	% Point Diff (Avg.)
National Geographic	Magazines	5,436	15.1%	+8.2 (6.9%)
Instagram	Social media	7,007	19.5%	+2.7 (16.8%)
BBC	TV channels	2,826	7.9%	+5.5 (2.4%)
Lonely Planet	Magazines	2,011	5.6%	+5.4 (0.2%)
GoPro	Cons electronics	2,723	7.6%	+5.3 (2.3%)
NY Times	Newspapers	2,246	6.2%	+4.6 (1.6%)
Huffington Post	Online News	1,767	4.9%	+4.0 (0.9%)
Guardian	Newspapers	1,532	4.3%	+3.7 (0.5%)
Travel Channel	TV channels	1,358	3.8%	+3.6 (0.2%)
Canon	Cons electronics	1,629	4.5%	+3.6 (0.9%)

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Content engagement

Audience insight for @camwonderlands

Calculating engagement in
real time for 14M influencers

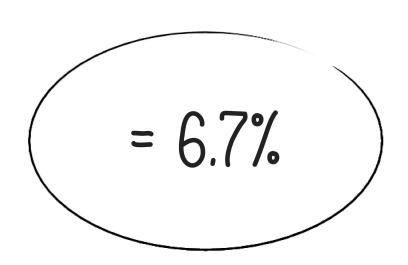$$\frac{(\text{LIKES} + \text{COMMENTS}) \text{ AVERAGE FOR MOST RECENT POSTS}}{\text{TOTAL FOLLOWERS}} = \text{ENGAGEMENT}$$

The more followers you have the lower the engagement typically is. Accounts with similar size to @camwonderlands (30K-50K followers) have ~2.3% engagement, on average.

The level of engagement for @camwonderlands is *higher than average.*

(2,641 LIKES + 30 COMMENTS)

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AVERAGE FOR MOST RECENT POSTS

40,136 FOLLOWERS

= 6.7%

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