



@zaksuhar

Verified Authentic Following  
Updated October 22, 2018

Instagram Stats

18,727

Followers

83.49%

Active Following

+29.83%

Compared to Avg Active

395

Avg Likes & Comments Per Post

2.11%

Engagement Percentage

-1.00%

Compared to Avg Engagement

Follower Health	Followers	Percentage	Compared to Avg
Active	11,949	83.49%	+29.83%
Lurkers	2,255	15.76%	-4.69%
Bots	106	0.74%	-25.16%

Audience Age

Age 21 to 24	32.37%
Age 25 to 29	21.69%
Age 18 to 20	18.04%
Age 30 to 34	16.70%
Age 35 to 44	8.45%
Age 45 to 54	1.41%
Age 17 and under	0.83%
Age 55 to 64	0.32%
Age 65 and over	0.19%

Audience Gender

Female	58.08%
Male	41.92%

Audience Location

United States	77.02%
Canada	3.11%
United Kingdom	2.85%
Brazil	2.25%
Australia	1.19%

Audience Income

\$10,000 - \$19,999	30.10%
\$20,000 - \$29,999	19.25%
Under \$10,000	16.54%
\$30,000 - \$39,999	13.44%
\$40,000 - \$49,999	10.34%
\$50,000 - \$74,999	9.30%
\$75,000 - \$99,999	0.90%
Over \$100,000	0.13%

Audience Brand Affinities

Instagram	18.43%
National Geographic	17.38%
Starbucks	13.29%
Nike	13.12%
CNN	9.88%

Audience Family Status

Married	53.81%
Single	46.19%
Parents	10.23%