



@purelysteph

Verified Authentic Following
Updated March 29, 2019

Instagram Stats

23,352 Followers	76.74% Active Following	+26.51% Compared to Avg Active
655 Avg Likes & Comments Per Post	2.80% Engagement Percentage	-0.31% Compared to Avg Engagement

Follower Health	Followers	Percentage	Compared to Avg
Active	12,823	76.74%	+26.51%
Lurkers	3,652	21.86%	+2.71%
Bots	233	1.39%	-29.23%

Audience Age

Age 21 to 24	31.12%
Age 18 to 20	27.13%
Age 25 to 29	21.06%
Age 30 to 34	10.44%
Age 35 to 44	5.88%
Age 17 and under	3.04%
Age 45 to 54	0.95%
Age 55 to 64	0.19%
Age 65 and over	0.19%

Audience Gender

Female	91.72%
Male	8.28%

Audience Location

United States	57.38%
United Kingdom	9.02%
Canada	5.25%
Brazil	3.20%
Australia	2.62%

Audience Income

Under \$10,000	34.52%
\$10,000 - \$19,999	23.16%
\$20,000 - \$29,999	20.71%
\$30,000 - \$39,999	11.80%
\$40,000 - \$49,999	5.79%
\$50,000 - \$74,999	3.79%
\$75,000 - \$99,999	0.22%

Audience Brand Affinities

Sephora	17.14%
Instagram	14.41%
Maybelline	12.06%
Victoria's Secret	11.33%
Starbucks	11.31%

Audience Family Status

Married	55.19%
Single	44.81%
Parents	12.73%