@taylordaniellestone

Instagram Stats

56,906	73.74%	+24.37%
Followers	Active Following	Compared to Avg Active

920	1.62%	-0.60%
Avg Likes & Comments Per Post	Engagement Percentage	Compared to Avg Engagement

Follower Health	Followers	Percentage	Compared to Avg
Active	30,243	73.74%	+24.37%
Lurkers	10,150	24.75%	+4.25%
Bots	621	1.51%	-28.63%

Audience Age

Age 21 to 24	29.87%
Age 18 to 20	25.73%
Age 25 to 29	21.65%
Age 30 to 34	13.44%
Age 17 and under	4.03%
Age 35 to 44	3.92%
Age 45 to 54	0.98%
Age 55 to 64	0.22%
Age 65 and over	0.16%

Audience Gender

Female	72.64%
Male	27.36%

Audience Location

United States	46.78%
United Kingdom	5.54%
Brazil	5.48%
Mexico	4.66%
Italy	3.08%

Audience Income

Under $10,000	32.65%
$10,000 - $19,999	27.30%
$20,000 - $29,999	19.09%
$30,000 - $39,999	10.32%
$40,000 - $49,999	5.85%
$50,000 - $74,999	4.48%
$75,000 - $99,999	0.25%
Over $100,000	0.06%

Audience Brand Affinities

Instagram	17.76%
Victoria's Secret	14.18%
Vogue	14.11%
Nike	12.74%
Chanel	10.70%

Audience Family Status

Single	61.68%
Married	38.32%
Parents	5.98%