

# Matthewonpoint

FOHRCARD.COM/MATTHEWONPOINT

39,655 total followers

MATTHEW COLEMAN

Los Angeles, Ca, United States



MATTHEWONPOINT.COM

## *Matthew On Point*

Matthewonpoint by Matthew Coleman is currently ranked #6403 out of 39,896 influencers in the Fohr Card Directory, with an overall reach of 39,655 followers including Instagram followers.

For a complete breakdown of Matthew's stats, brand work & press, go to [fohrcard.com/matthewonpoint](https://fohrcard.com/matthewonpoint).

**OVERALL**  
matthewonpoint  
39,655 total followers

**INSTAGRAM**  
@matthewonpoint  
39,655 followers

# Demographics

Instagram has updated its API to allow for improved analytics and demographics on your followers

[+ UPDATE INSTAGRAM STATS](#)

@ Instagram

Instagram represents 100.0% of Matthewonpoint's overall following across all social media platforms.

### Follower Quality by Fohr Card

Our algorithm examines an influencer's public Instagram following, looking for patterns associated with fake accounts and low engagement.

RANGE	PERCENT	FOLLOWERS
Active	79.81%	15,217
Lurkers	18.76%	3,576
Bots	1.43%	272

72% of Matthew Coleman's followers have been analyzed as of February 21, 2018.

### Matthewonpoint's Follower Health Fohr Card Verified Authentic Following



Instagram follower demographic data is provided by [DemographicsPro](#)

Demographic data is compiled by examining an influencer's public Instagram following and user information and compiling that information about standardized sets.

#### Gender

Male 50.8%  
Female 49.2%



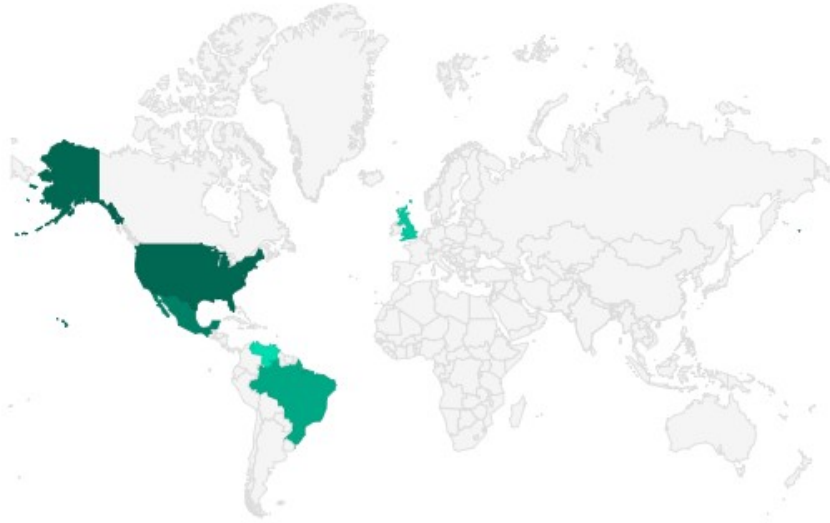
#### Age

17 and under 8.8%  
18 to 20 25.2%  
21 to 24 28.7%  
25 to 29 20.1%  
30 to 34 10.8%  
35 to 44 5.1%  
45 to 54 1.1%  
55 to 64 0.2%



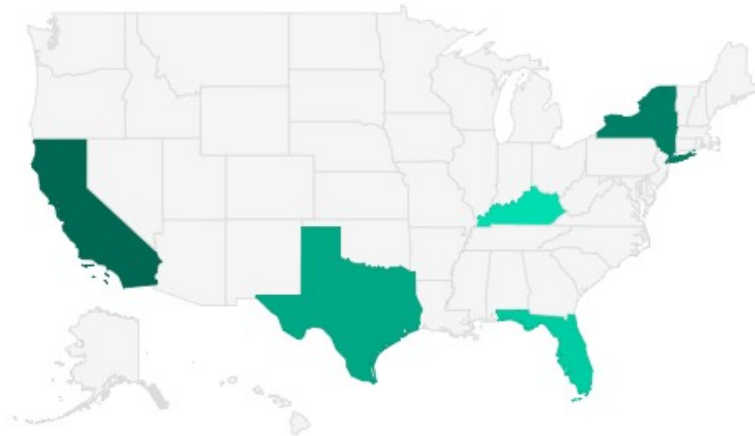
**Location by Country – Top 5**

United States	40.5%	■
Mexico	8.5%	■
Brazil	5.7%	■
United Kingdom	5.2%	■
Venezuela	3.9%	■








**Location by US State – Top 5**

California	25.4%	■
New York State	11.9%	■
Texas	9.4%	■
Florida	5.4%	■
Kentucky	4.0%	■

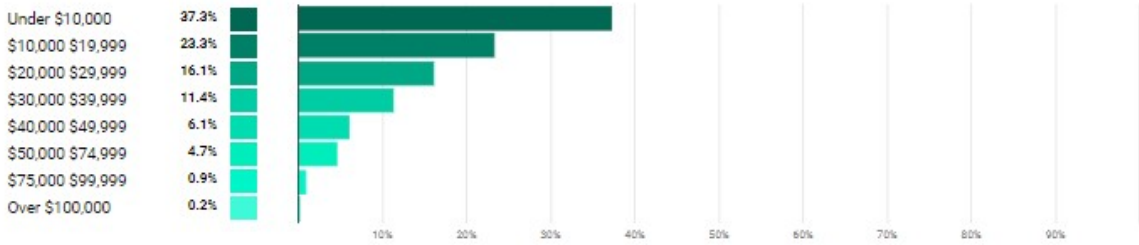


**Location by World City – Top 5**

New York	5.7%	
Los Angeles	4.8%	
London	3.6%	
Manila	2.7%	
Mexico City	2.4%	



**Personal Income**



**Occupation**

Students .....	12.3%	Actors .....	4.6%	Models .....	2.7%
Musicians .....	7.9%	Stylists .....	4.4%	Architects .....	2.3%
Sales/Marketing .....	6.2%	Photographers .....	4.3%	Health Workers .....	2.1%
Journalists .....	5.2%	Authors/Writers .....	4.2%	Consultants .....	2.0%
Senior Managers .....	5.1%	Entrepreneurs .....	3.1%	Media Production .....	1.8%
Artists .....	5.1%	Graphic Design .....	2.9%	Lawyers .....	1.7%
Designers .....	4.9%	Teachers .....	2.7%		

**Marital Status**

Single	65.3%	
Married	34.7%	

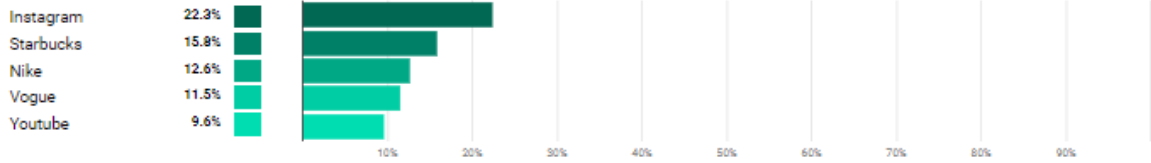


**Parental Status**

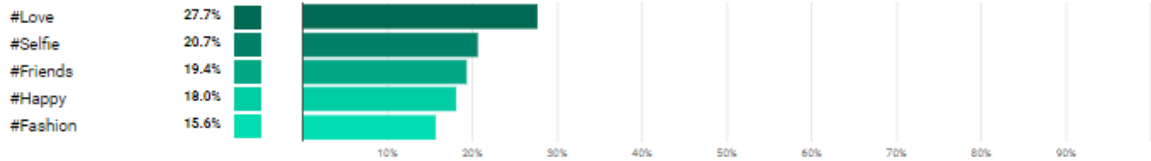
Parents	6.4%	
No children	93.6%	



**Brand Affinities – Top 5**



**Topics (hashtags habitually used by the audience) – Top 5**



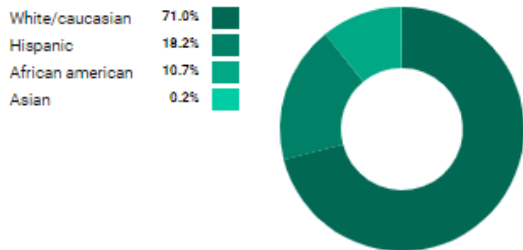
**Likes and Interests**

Fashion	28.9%	Dance Pop	17.1%	Electronic	13.4%
Clothing	26.2%	Pop	15.9%	Underwear	12.9%
Club/Dance	21.8%	Latin	15.3%	Art/Culture	12.9%
Photography	21.0%	Alternative/Indie Rock	15.2%	Drama	11.4%
Music (Broad Interest)	19.4%	Dance	14.7%	R&B	11.2%
Rock	18.8%	House	14.5%	Makeup	10.7%
Shoes	17.1%	Teen Pop	13.4%		

**Influences (prominent accounts followed by a large percent of the audience)**

Taylor Swift	23.2%	Justin Timberlake	18.6%	Demi Lovato	16.2%
Katy Perry	22.9%	Kendall Jenner	18.4%	Nicki Minaj	15.9%
Beyonce Knowles	21.9%	Ariana Grande	18.1%	Khloé Kardashian	15.4%
Lady Gaga	21.2%	Rihanna	18.1%	Britney Spears	14.7%
Selena Gomez	20.7%	Jennifer Lopez	18.0%	National Geographic	13.9%
Kim Kardashian	20.5%	Miley Cyrus	17.9%	Kourtney Kardashian	13.0%
Justin Bieber	19.0%	Ellen De Generes	16.9%		

**Ethnicity**



**Native Language**

