



@back2curly

Verified Authentic Following
Updated May 1, 2018

Instagram Stats

1,392 Followers	93.62% Active Following	+54.97% Compared to Avg Active
159 Avg Likes & Comments Per Post	11.42% Engagement Percentage	+6.02% Compared to Avg Engagement

Follower Health	Followers	Percentage	Compared to Avg
Active	719	93.62%	+54.97%
Lurkers	47	6.12%	-8.61%
Bots	1	0.13%	-46.49%

Audience Age

Age 18 to 20	37.88%
Age 21 to 24	28.79%
Age 25 to 29	16.67%
Age 17 and under	10.61%
Age 30 to 34	6.06%

Audience Gender

Female	91.15%
Male	8.85%

Audience Location

United States	81.31%
United Kingdom	8.41%
Dom. Republic	1.87%
South Africa	1.87%
Brazil	0.93%

Audience Income

\$10,000 - \$19,999	43.33%
Under \$10,000	30.00%
\$20,000 - \$29,999	15.00%
\$30,000 - \$39,999	10.00%
\$40,000 - \$49,999	1.67%

Audience Brand Affinities

Instagram	13.08%
Starbucks	11.15%
McDonald's	11.15%
Youtube	9.62%
Victoria's Secret	8.46%

Audience Family Status

Married	52.63%
Single	47.37%
Parents	18.85%