



@collectivelycandice

Verified Authentic Following
Updated June 1, 2018

Instagram Stats

214,981 Followers	80.05% Active Following	+68.93% Compared to Avg Active
4,495 Avg Likes & Comments Per Post	2.09% Engagement Percentage	+0.00% Compared to Avg Engagement

Follower Health	Followers	Percentage	Compared to Avg
Active	27,935	80.05%	+68.93%
Lurkers	6,377	18.27%	+13.66%
Bots	582	1.67%	-82.60%

Audience Age

Age 21 to 24	22.30%
Age 18 to 20	20.92%
Age 25 to 29	18.93%
Age 30 to 34	16.63%
Age 17 and under	11.03%
Age 35 to 44	7.66%
Age 45 to 54	1.92%
Age 55 to 64	0.38%
Age 65 and over	0.23%

Audience Gender

Female	85.13%
Male	14.87%

Audience Location

United States	62.77%
Italy	8.68%
Mexico	3.89%
Canada	3.10%
United Kingdom	3.01%

Audience Income

Under \$10,000	21.97%
\$10,000 - \$19,999	20.93%
\$20,000 - \$29,999	18.94%
\$30,000 - \$39,999	16.44%
\$40,000 - \$49,999	12.37%
\$50,000 - \$74,999	8.56%
\$75,000 - \$99,999	0.78%

Audience Brand Affinities

Instagram	15.85%
Starbucks	12.19%
Victoria's Secret	8.86%
Nike	8.59%
Disney	6.69%

Audience Family Status

Married	62.47%
Single	37.53%
Parents	11.69%