



@theglowwellness

Instagram Stats

18,300 Followers	56.98% Active Following	+29.92% Compared to Avg Active
402 Avg Likes & Comments Per Post	2.20% Engagement Percentage	-0.91% Compared to Avg Engagement

Follower Health	Followers	Percentage	Compared to Avg
Active	4,020	56.98%	+29.92%
Lurkers	2,753	39.02%	+28.71%
Bots	280	3.97%	-58.65%

Audience Age

Age 30 to 34	27.58%
Age 21 to 24	24.05%
Age 25 to 29	19.80%
Age 18 to 20	13.01%
Age 35 to 44	11.32%
Age 45 to 54	2.83%
Age 17 and under	0.71%
Age 55 to 64	0.57%
Age 65 and over	0.14%

Audience Gender

Female	85.13%
Male	14.87%

Audience Location

United States	77.07%
United Kingdom	5.12%
Canada	4.75%
Australia	2.10%
Brazil	1.29%

Audience Income

\$10,000 - \$19,999	23.02%
\$20,000 - \$29,999	19.00%
\$40,000 - \$49,999	17.34%
\$30,000 - \$39,999	16.78%
Under \$10,000	14.01%
\$50,000 - \$74,999	9.29%
\$75,000 - \$99,999	0.55%

Audience Brand Affinities

Starbucks	18.53%
Instagram	15.98%
Whole Foods	15.72%
Nike	13.47%
NY Times	11.87%

Audience Family Status

Married	72.52%
Single	27.48%
Parents	18.38%