How old are they?

Are they male or female?

Where do they live?

What is their level of education?

What are their interests and hobbies?

Where do they work?

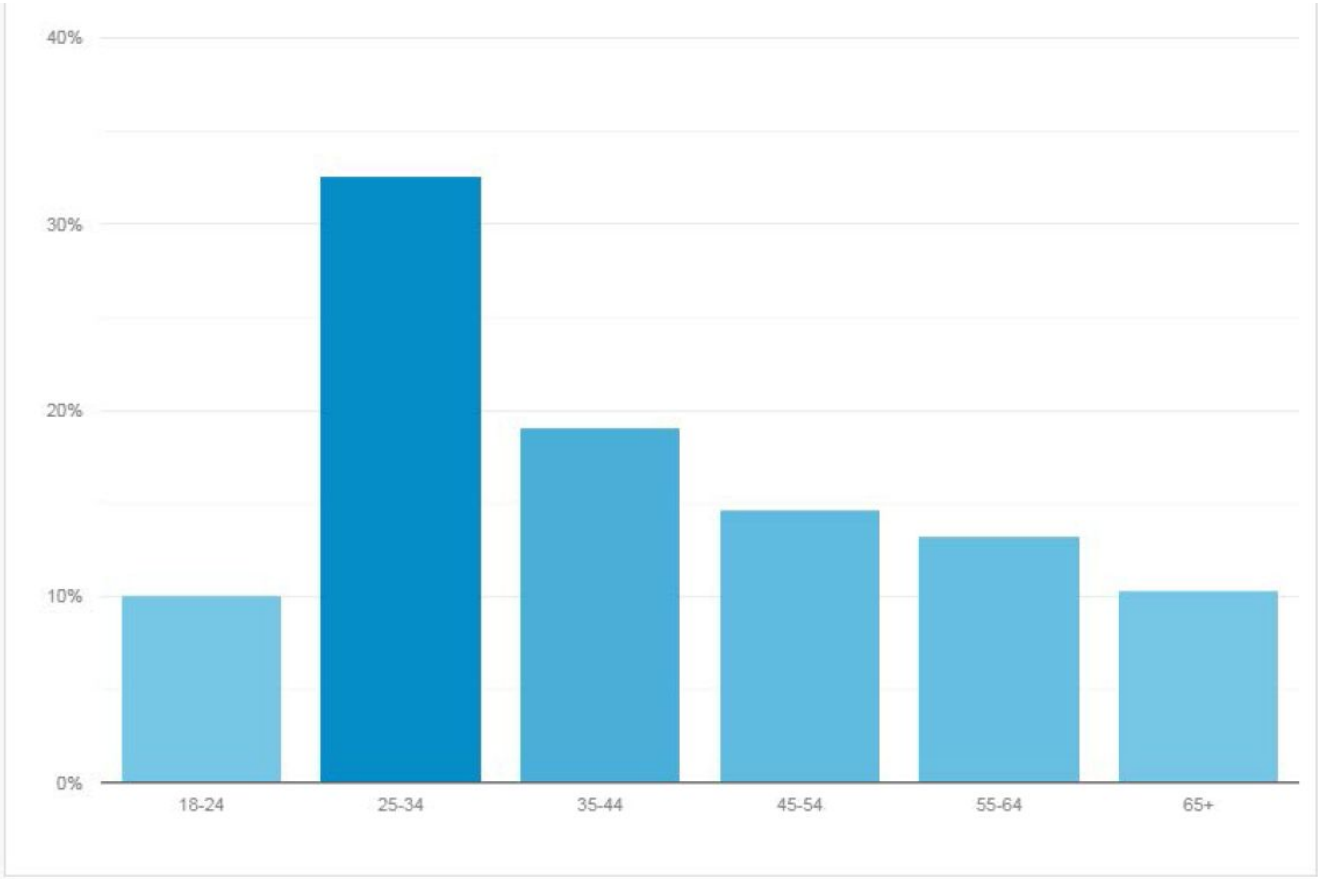
Do they have a family?

What are they passionate about?

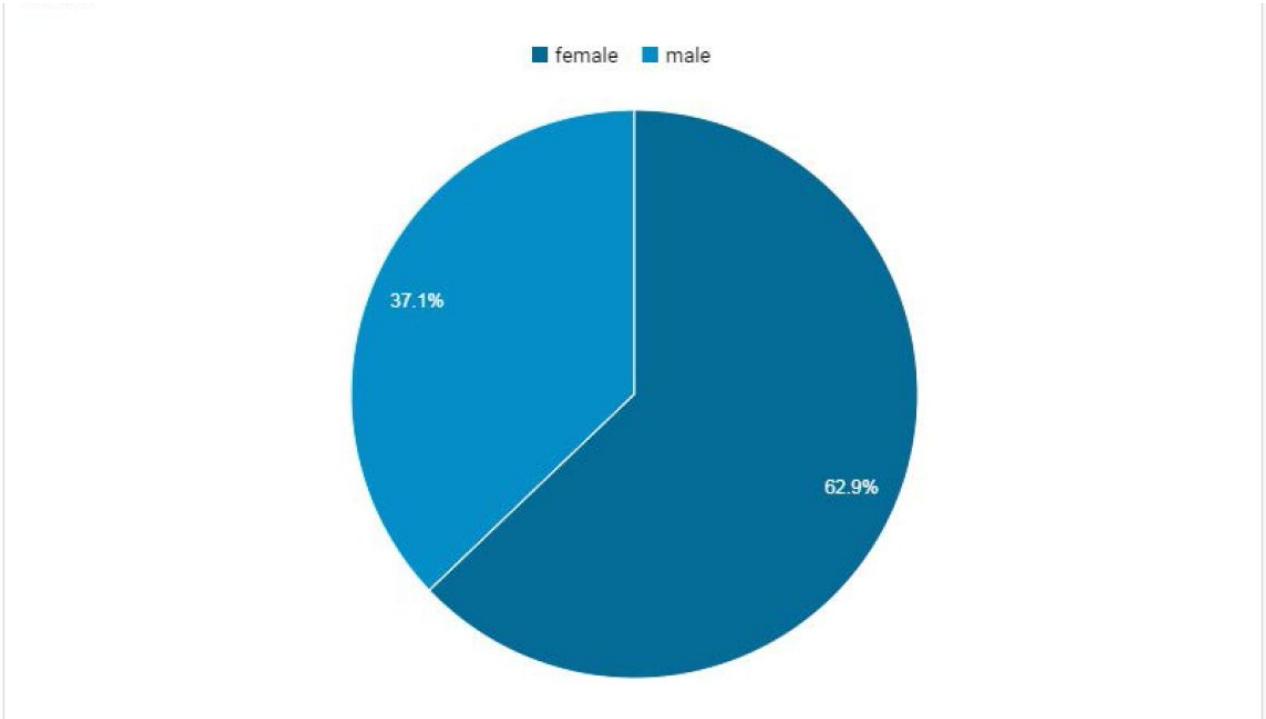
What is their name?

Website

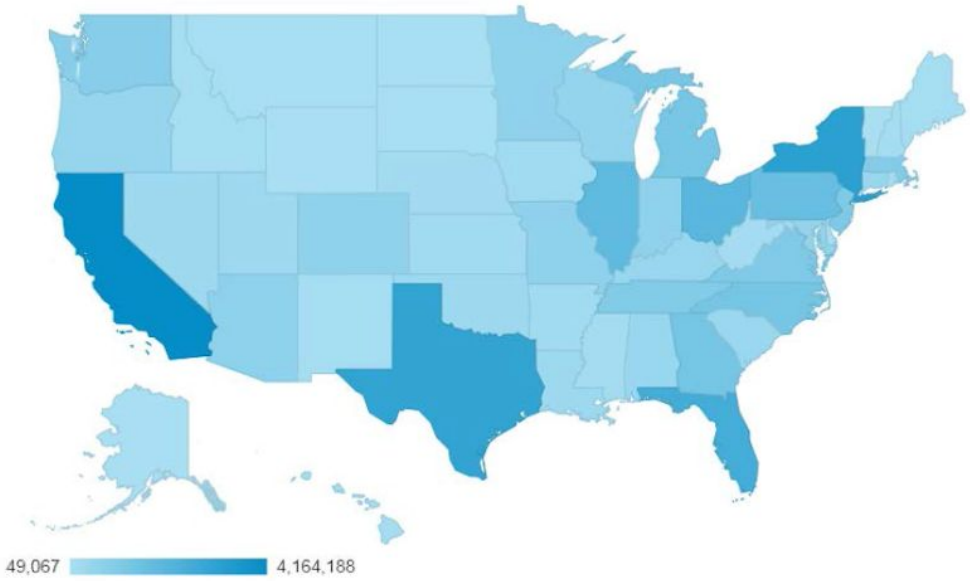
Age Ranges



Gender



Geography



1.	California
2.	New York
3.	Texas
4.	Florida
5.	Ohio
6.	Illinois
7.	Pennsylvania
8.	Georgia
9.	North Carolina
10.	Michigan

Interests

1.	Shoppers/Value Shoppers	**14,662,507**	(3.40%)
2.	Food & Dining/Cooking Enthusiasts/30 Minute Chefs	**13,278,452**	(3.08%)
3.	Media & Entertainment/Movie Lovers	**10,802,290**	(2.51%)
4.	Lifestyles & Hobbies/Pet Lovers	**10,499,227**	(2.44%)
5.	Media & Entertainment/Book Lovers	**10,455,700**	(2.43%)
6.	News & Politics/Avid News Readers	**10,420,752**	(2.42%)
7.	Media & Entertainment/TV Lovers	**10,342,101**	(2.40%)
8.	Lifestyles & Hobbies/Family-Focused	**10,312,033**	(2.39%)
9.	Lifestyles & Hobbies/Art & Theater Aficionados	**9,667,848**	(2.24%)
10.	Media & Entertainment/Music Lovers	**9,603,837**	(2.23%)

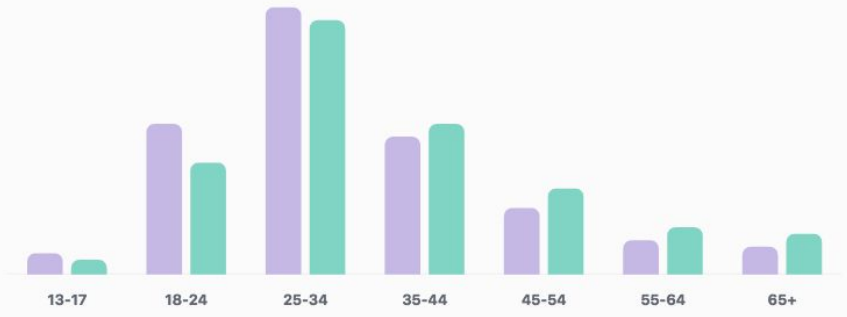
Instagram

84.2K
Total Followers
▲ 556 from previous 7 days

Age and Gender of Your Followers

Metrics are estimated.

41% Men 59% Women



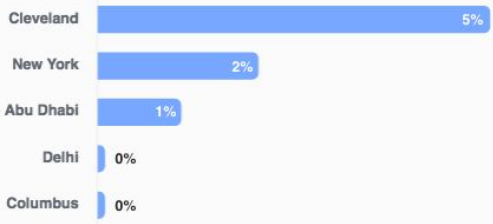
Show by:
- (•) Age and Gender
- ( ) Age
- ( ) Gender

Countries

The top countries where your followers are located. Metrics are **estimated.**

Cities

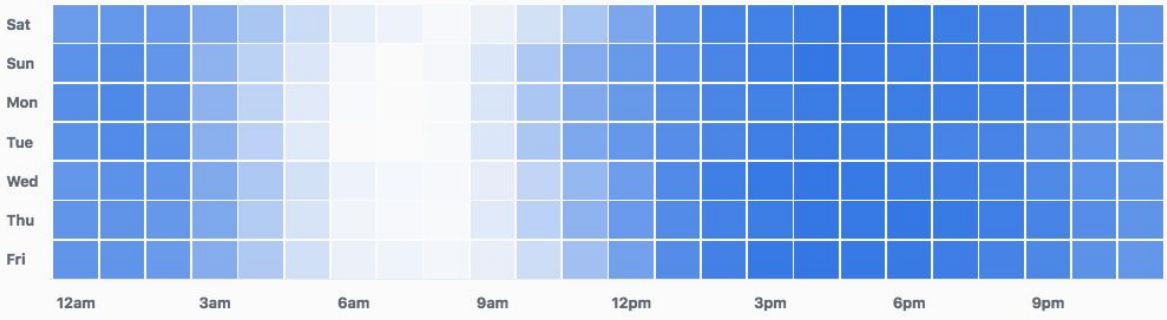
The top cities where your followers are located. Metrics are **estimated.**



When Your Followers are on Instagram

Metrics are **estimated.**

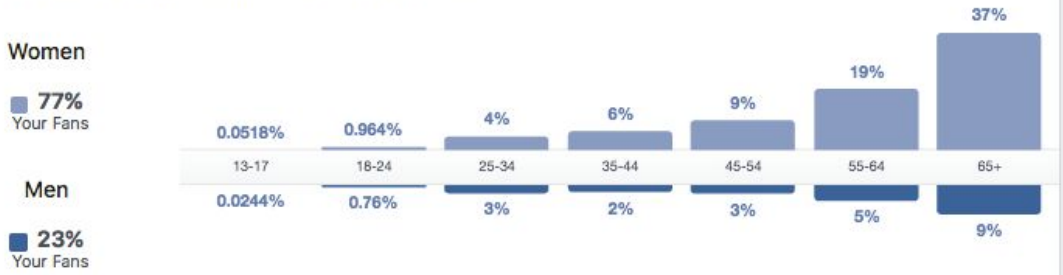
Day | Day & Hour



Facebook

Your Fans | Your Followers | People Reached | People Engaged

Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles. This number is an estimate.



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	1,939,016	New York, NY	31,767	English (US)	1,948,238
India	10,040	Cleveland, OH	24,993	English (UK)	33,894
Egypt	6,771	Columbus, OH	12,913	Spanish	31,658
Philippines	6,036	Houston, TX	11,313	Arabic	7,655
Mexico	5,613	Chicago, IL	11,240	Portuguese (Brazil)	4,799
United Arab Emirates	5,226	Louisville, KY	9,655	Spanish (Spain)	4,683
Pakistan	4,848	Los Angeles, CA	9,474	French (France)	4,464
Puerto Rico	4,679	San Antonio, TX	9,181	Turkish	1,479
Canada	4,549	Las Vegas, NV	9,068	Italian	1,437
Brazil	3,510	Philadelphia, PA	8,250	German	903

See More

Twitter

Country

Country name	% of audience
United States	32%
Nigeria	11%
Kenya	6%
India	4%
Turkey	3%
Philippines	2%
Pakistan	2%
Saudi Arabia	2%
Ghana	2%
United Kingdom	2%

Interests

Interest name	% of audience
Dogs	98%
Science news	98%
Weather	97%
Technology	94%
Music festivals and concerts	91%
Space and astronomy	91%
Sports news	91%
Politics	89%
Education news and general info	89%
Tech news	88%

Consumer buying styles

Consumer style name	% of audience
Premium brands	76%
Quick & easy	61%
Home cooking & grilling	61%
Fresh & healthy	60%
Ethnic explorers	55%
Weight conscious	17%
Natural living	15%
Value conscious	14%
Mexican foods	7%
Vegetarian	7%

Values based on 9.6% match rate from Twitter partners

Consumer goods purchases

Consumer category	% of audience
Yogurt	57%
Salty snacks	57%
Cheese	56%
Milk	54%
Eggs	53%
Crackers	52%
Chocolate candy	52%
Fresh produce	51%
Cookies	46%
Spices & extracts	45%

Values based on 12.4% match rate from Twitter partners

Region

State or region	% of audience
Ohio, US	4%
Florida, US	3%
California, US	3%
New York, US	2%

Marital status

Marital status	% of audience
Married	56%
Single	45%

Values based on 8.1% match rate from Twitter partners

Device categories

Device type	% of audience
iOS devices	58%
Android devices	32%
Blackberry phones and tablets	< 1%
Mobile web on other devices	< 1%
Desktop and laptop computers	92%

Education (highest level completed)

Completed high school	Completed college	Completed graduate school
41%	40%	20%