



@thecreativesahm

Verified Authentic Following
Updated December 30, 2018

Instagram Stats

14,309

Followers

93.62%

Active Following

+78.55%

Compared to Avg Active

298

Avg Likes
& Comments Per Post

2.08%

Engagement
Percentage

-1.03%

Compared to
Avg Engagement

Follower Health	Followers	Percentage	Compared to Avg
Active	2,876	93.62%	+78.55%
Lurkers	181	5.89%	+0.15%
Bots	13	0.42%	-78.76%

Audience Age

Age 35 to 44	31.61%
Age 30 to 34	30.81%
Age 25 to 29	17.26%
Age 21 to 24	7.90%
Age 45 to 54	7.10%
Age 18 to 20	4.03%
Age 55 to 64	0.65%
Age 65 and over	0.65%

Audience Gender

Female	93.11%
Male	6.89%

Audience Location

United States	83.67%
United Kingdom	4.63%
Canada	3.23%
Philippines	2.97%
Australia	0.96%

Audience Income

\$30,000 - \$39,999	28.17%
\$20,000 - \$29,999	19.52%
\$40,000 - \$49,999	19.23%
\$50,000 - \$74,999	15.80%
Under \$10,000	8.20%
\$10,000 - \$19,999	8.05%
\$75,000 - \$99,999	0.89%
Over \$100,000	0.15%

Audience Brand Affinities

Starbucks	35.50%
Disney	34.04%
Target	30.82%
Instagram	27.29%
Walmart	25.35%

Audience Family Status

Married	90.60%
Parents	53.31%
Single	9.40%