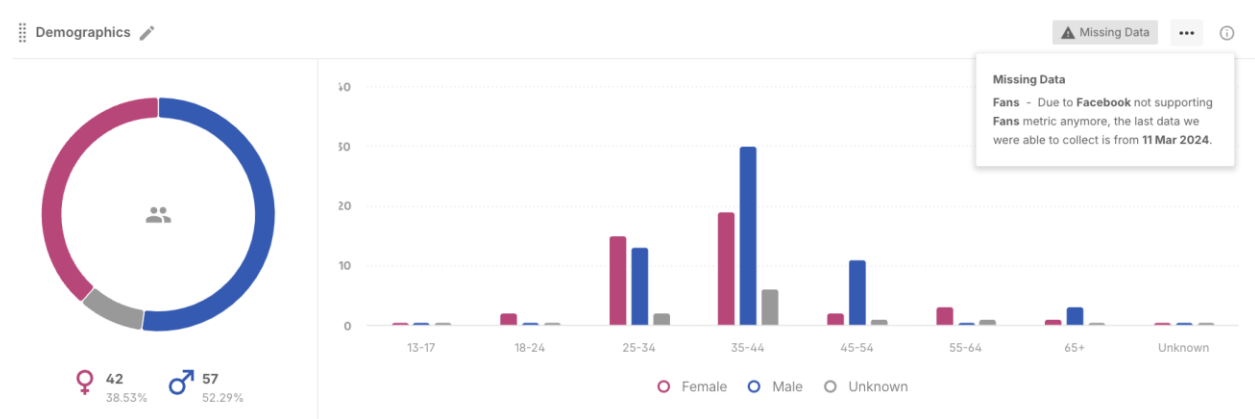


Demographics Widget

The **Demographics** widget is a channel widget that shows the breakdown of your fans by age and gender. It visualizes your data using a donut chart and vertical bar chart:



The Demographics widget supports the following customizations and metrics:

- Customize channels
- Customize date range (limited to the last 31 days)

Metric	Facebook	Instagram	LinkedIn	TikTok
Fans*	X	✓	X	✓
Reach	X (deprecated metric)	X	X	X
Storytellers	X (deprecated metric)	X	X	X

Note:

*Due to limitations of TikTok's API, their **fans** data can only be broken down by gender, not by age.