

Visual Report

Instagram Demographic Analysis: @arianagrande



113,762,597

Followers

1,795,474

Engagements

Average number of likes and comments

97.07%

Audience Credibility

Audience with posts, avatar and followers

Gender split

Gender	Percent	Followers	Engagements
Male	29.67%	33,748,697	532,643
Female	70.39%	80,079,432	1,263,865

Ethnicity

Group	Percent	Followers	Engagements
White / Caucasian	75.71%	86,134,538	1,359,430
African American	7.14%	8,125,900	128,248
Asian	17.14%	19,502,159	307,796

Age split

Age	Percent	Followers	Engagements
13-17	33.5%	38,112,493	601,516
18-24	46.44%	52,831,673	833,823
25-34	17.18%	19,540,406	308,399
35-44	1.94%	2,206,643	34,827
45-64	0.94%	1,071,383	16,909

GENDER PER AGE

Female

Age	Percent	Followers	Engagements
13-17	23.69%	26,946,713	425,290
18-24	32.79%	37,305,775	588,784
25-34	11.53%	13,119,486	207,060
35-44	1.17%	1,328,307	20,964
45-64	0.33%	377,083	5,951

Male

Age	Percent	Followers	Engagements
13-17	9.82%	11,176,756	176,399
18-24	13.66%	15,541,114	245,280
25-34	5.65%	6,426,547	101,428
35-44	0.77%	878,971	13,872
45-64	0.61%	694,610	10,963

LOCATION BY COUNTRY

Category	Criteria	Percent	Followers	Engagements
Location: by Country	United States of America	14.09%	16,030,687	253,007
Location: by Country	Italy	7.77%	8,844,517	139,590
Location: by Country	Brazil	7.77%	8,844,517	139,590
Location: by Country	Indonesia	6.51%	7,407,283	116,906
Location: by Country	Mexico	6.22%	7,075,613	111,672
Location: by Country	Poland	4.66%	5,306,710	83,754
Location: by Country	Russian Federation	4.18%	4,753,928	75,030
Location: by Country	France	3.69%	4,201,145	66,305
Location: by Country	United Kingdom	2.92%	3,316,694	52,346
Location: by Country	Germany	2.72%	3,095,581	48,856
Location: by Country	Philippines	2.53%	2,874,468	45,367
Location: by Country	India	1.85%	2,100,573	33,153
Location: by Country	Australia	1.75%	1,990,016	31,408
Location: by Country	Spain	1.65%	1,879,460	29,663
Location: by Country	Chile	1.65%	1,879,460	29,663

LOCATION BY COUNTRY

Category	Criteria	Percent	Followers	Engagements
Location: by Country	China	1.65%	1,879,460	29,663
Location: by Country	Argentina	1.55%	1,768,903	27,918
Location: by Country	Ukraine	1.17%	1,326,678	20,938
Location: by Country	Netherlands	1.17%	1,326,678	20,938
Location: by Country	Canada	1.07%	1,216,121	19,194
Location: by Country	Thailand	0.97%	1,105,565	17,449
Location: by Country	Turkey	0.97%	1,105,565	17,449
Location: by Country	Hungary	0.87%	995,008	15,704
Location: by Country	South Africa	0.87%	995,008	15,704
Location: by Country	Japan	0.78%	884,452	13,959
Location: by Country	Belarus	0.78%	884,452	13,959
Location: by Country	Costa Rica	0.78%	884,452	13,959
Location: by Country	Nigeria	0.68%	773,895	12,214
Location: by Country	Belgium	0.68%	773,895	12,214
Location: by Country	Peru	0.68%	773,895	12,214

LOCATION BY COUNTRY

Category	Criteria	Percent	Followers	Engagements
Location: by Country	Greece	0.58%	663,339	10,469
Location: by Country	Colombia	0.58%	663,339	10,469
Location: by Country	Kazakhstan	0.58%	663,339	10,469
Location: by Country	Czech Republic	0.58%	663,339	10,469
Location: by Country	Portugal	0.49%	552,782	8,724
Location: by Country	Croatia	0.49%	552,782	8,724
Location: by Country	Viet Nam	0.49%	552,782	8,724
Location: by Country	Romania	0.49%	552,782	8,724
Location: by Country	Bulgaria	0.49%	552,782	8,724
Location: by Country	Korea, Republic of	0.49%	552,782	8,724
Location: by Country	Panama	0.49%	552,782	8,724
Location: by Country	Malaysia	0.39%	442,226	6,979
Location: by Country	Kyrgyzstan	0.39%	442,226	6,979
Location: by Country	Morocco	0.29%	331,669	5,235
Location: by Country	Moldova, Republic of	0.29%	331,669	5,235

LOCATION BY COUNTRY

Category	Criteria	Percent	Followers	Engagements
Location: by Country	Ireland	0.29%	331,669	5,235
Location: by Country	Ecuador	0.29%	331,669	5,235
Location: by Country	Iran, Islamic Republic of	0.29%	331,669	5,235
Location: by Country	Venezuela	0.29%	331,669	5,235
Location: by Country	Austria	0.29%	331,669	5,235
Location: by Country	Nicaragua	0.29%	331,669	5,235
Location: by Country	New Zealand	0.29%	331,669	5,235
Location: by Country	Georgia	0.29%	331,669	5,235
Location: by Country	Lebanon	0.29%	331,669	5,235
Location: by Country	Denmark	0.19%	221,113	3,490
Location: by Country	Lithuania	0.19%	221,113	3,490
Location: by Country	Dominican Republic	0.19%	221,113	3,490
Location: by Country	Mongolia	0.19%	221,113	3,490
Location: by Country	Israel	0.19%	221,113	3,490
Location: by Country	Albania	0.19%	221,113	3,490

LOCATION BY COUNTRY

Category	Criteria	Percent	Followers	Engagements
Location: by Country	Serbia	0.19%	221,113	3,490
Location: by Country	Finland	0.19%	221,113	3,490
Location: by Country	Sweden	0.19%	221,113	3,490
Location: by Country	Slovakia	0.19%	221,113	3,490
Location: by Country	Ghana	0.19%	221,113	3,490
Location: by Country	Switzerland	0.19%	221,113	3,490

LOCATION BY US STATE

Category	Criteria	Percent	Followers	Engagements
Location: by United States of America state	California	2.92%	3,316,694	52,346
Location: by United States of America state	Florida	1.75%	1,990,016	31,408
Location: by United States of America state	New York	1.26%	1,437,234	22,683
Location: by United States of America state	Texas	1.17%	1,326,678	20,938
Location: by United States of America state	Illinois	0.58%	663,339	10,469
Location: by United States of America state	Pennsylvania	0.49%	552,782	8,724
Location: by United States of America state	New Jersey	0.39%	442,226	6,979
Location: by United States of America state	Arizona	0.39%	442,226	6,979
Location: by United States of America state	Georgia	0.29%	331,669	5,235
Location: by United States of America state	Mississippi	0.19%	221,113	3,490
Location: by United States of America state	North Carolina	0.19%	221,113	3,490
Location: by United States of America state	Wisconsin	0.19%	221,113	3,490
Location: by United States of America state	Colorado	0.19%	221,113	3,490
Location: by United States of America state	Minnesota	0.19%	221,113	3,490
Location: by United States of America state	Missouri	0.19%	221,113	3,490

LOCATION BY US STATE

Category	Criteria	Percent	Followers	Engagements
Location: by United States of America state	Michigan	0.19%	221,113	3,490
Location: by United States of America state	Washington	0.19%	221,113	3,490
Location: by United States of America state	New Hampshire	0.19%	221,113	3,490
Location: by United States of America state	Montana	0.19%	221,113	3,490
Location: by United States of America state	Ohio	0.19%	221,113	3,490
Location: by United States of America state	Oregon	0.19%	221,113	3,490
Location: by United States of America state	Tennessee	0.1%	110,556	1,745
Location: by United States of America state	Massachusetts	0.1%	110,556	1,745
Location: by United States of America state	Alabama	0.1%	110,556	1,745
Location: by United States of America state	Arkansas	0.1%	110,556	1,745
Location: by United States of America state	Maryland	0.1%	110,556	1,745
Location: by United States of America state	Nebraska	0.1%	110,556	1,745
Location: by United States of America state	Indiana	0.1%	110,556	1,745
Location: by United States of America state	Vermont	0.1%	110,556	1,745
Location: by United States of America state	Utah	0.1%	110,556	1,745

LOCATION BY US STATE

Category	Criteria	Percent	Followers	Engagements
Location: by United States of America state	Virginia	0.1%	110,556	1,745
Location: by United States of America state	Oklahoma	0.1%	110,556	1,745
Location: by United States of America state	Kansas	0.1%	110,556	1,745
Location: by United States of America state	North Dakota	0.1%	110,556	1,745
Location: by United States of America state	Idaho	0.1%	110,556	1,745
Location: by United States of America state	West Virginia	0.1%	110,556	1,745

LOCATION BY CITY

Category	Criteria	Percent	Followers	Engagements
Location: by City	Los Angeles	1.85%	2,100,573	33,153
Location: by City	São Paulo	1.75%	1,990,016	31,408
Location: by City	Rio de Janeiro	1.07%	1,216,121	19,194
Location: by City	Mexico City	0.97%	1,105,565	17,449
Location: by City	London	0.97%	1,105,565	17,449
Location: by City	New York City	0.87%	995,008	15,704
Location: by City	Paris	0.87%	995,008	15,704
Location: by City	Jakarta	0.78%	884,452	13,959
Location: by City	Barcelona	0.58%	663,339	10,469
Location: by City	Moscow	0.58%	663,339	10,469
Location: by City	Milan	0.49%	552,782	8,724
Location: by City	Melbourne	0.49%	552,782	8,724
Location: by City	Brisbane	0.39%	442,226	6,979
Location: by City	Bangkok	0.39%	442,226	6,979
Location: by City	Tokyo	0.39%	442,226	6,979

LOCATION BY CITY

Category	Criteria	Percent	Followers	Engagements
Location: by City	Santiago	0.39%	442,226	6,979
Location: by City	Saint Petersburg	0.39%	442,226	6,979
Location: by City	Naples	0.39%	442,226	6,979
Location: by City	San Antonio	0.29%	331,669	5,235
Location: by City	Chicago	0.29%	331,669	5,235
Location: by City	Łódź	0.29%	331,669	5,235
Location: by City	Sydney	0.29%	331,669	5,235
Location: by City	Shanghai	0.29%	331,669	5,235
Location: by City	Kyiv	0.29%	331,669	5,235
Location: by City	Berlin	0.29%	331,669	5,235
Location: by City	Sochi	0.29%	331,669	5,235
Location: by City	Seoul	0.29%	331,669	5,235
Location: by City	Lagos	0.29%	331,669	5,235
Location: by City	Minsk	0.29%	331,669	5,235
Location: by City	Rome	0.29%	331,669	5,235

LOCATION BY CITY

Category	Criteria	Percent	Followers	Engagements
Location: by City	Budapest	0.29%	331,669	5,235
Location: by City	Belo Horizonte	0.29%	331,669	5,235
Location: by City	Warsaw	0.29%	331,669	5,235
Location: by City	Toronto	0.29%	331,669	5,235
Location: by City	Brussels	0.29%	331,669	5,235
Location: by City	Amsterdam	0.29%	331,669	5,235
Location: by City	Miami Beach	0.19%	221,113	3,490
Location: by City	Miami	0.19%	221,113	3,490
Location: by City	Bay Lake	0.19%	221,113	3,490
Location: by City	Orlando	0.19%	221,113	3,490
Location: by City	El Paso City	0.19%	221,113	3,490
Location: by City	Casa Grande	0.19%	221,113	3,490
Location: by City	Recife	0.19%	221,113	3,490
Location: by City	Almaty	0.19%	221,113	3,490
Location: by City	Ho Chi Minh City	0.19%	221,113	3,490

LOCATION BY CITY

Category	Criteria	Percent	Followers	Engagements
Location: by City	Madrid	0.19%	221,113	3,490
Location: by City	Guangzhou City	0.19%	221,113	3,490
Location: by City	Munich	0.19%	221,113	3,490
Location: by City	Lisbon	0.19%	221,113	3,490
Location: by City	Manchester	0.19%	221,113	3,490
Location: by City	Monterrey	0.19%	221,113	3,490
Location: by City	Tai'an	0.19%	221,113	3,490
Location: by City	Tbilisi	0.19%	221,113	3,490
Location: by City	João Pessoa	0.19%	221,113	3,490
Location: by City	Manila	0.19%	221,113	3,490
Location: by City	Fortaleza	0.19%	221,113	3,490
Location: by City	Chişinău	0.19%	221,113	3,490
Location: by City	Quezon City	0.19%	221,113	3,490
Location: by City	Hamburg	0.19%	221,113	3,490
Location: by City	Chon Buri Province	0.19%	221,113	3,490

LOCATION BY CITY

Category	Criteria	Percent	Followers	Engagements
Location: by City	Teresina	0.19%	221,113	3,490
Location: by City	Brno	0.19%	221,113	3,490
Location: by City	Biysk	0.19%	221,113	3,490
Location: by City	Chernivtsi	0.19%	221,113	3,490
Location: by City	San Miguel de Allende	0.19%	221,113	3,490
Location: by City	Rotterdam	0.19%	221,113	3,490
Location: by City	Coquimbo	0.19%	221,113	3,490
Location: by City	Tehran	0.19%	221,113	3,490
Location: by City	Manaus	0.19%	221,113	3,490
Location: by City	Cannes	0.19%	221,113	3,490

LANGUAGES OF AUDIENCE

Category	Criteria	Percent	Followers	Engagements
Native language	English	51.73%	58,848,148	928,779
Native language	Spanish	11.17%	12,705,850	200,532
Native language	Italian	6.54%	7,434,693	117,339
Native language	Portuguese	6.02%	6,844,638	108,026
Native language	Russian	4.84%	5,507,180	86,918
Native language	German	3.6%	4,091,048	64,568
Native language	Indonesian	2.84%	3,225,634	50,909
Native language	French	2.39%	2,714,253	42,838
Native language	Polish	1.87%	2,124,198	33,525
Native language	Turkish	1.14%	1,298,121	20,488
Native language	other	0.86%	983,425	15,521
Native language	Arabic	0.8%	904,751	14,279
Native language	Persian	0.62%	708,066	11,175
Native language	Dutch	0.62%	708,066	11,175
Native language	Malay	0.48%	550,718	8,692

LANGUAGES OF AUDIENCE

Category	Criteria	Percent	Followers	Engagements
Native language	Hebrew	0.38%	432,707	6,829
Native language	Romanian	0.35%	393,370	6,208
Native language	Japanese	0.31%	354,033	5,588
Native language	Hungarian	0.28%	314,696	4,967
Native language	Chinese	0.28%	314,696	4,967
Native language	Bulgarian	0.28%	314,696	4,967
Native language	Thai	0.28%	314,696	4,967
Native language	Modern Greek	0.24%	275,359	4,346
Native language	Vietnamese	0.21%	236,022	3,725
Native language	Swedish	0.21%	236,022	3,725
Native language	Czech	0.21%	236,022	3,725
Native language	Danish	0.21%	236,022	3,725
Native language	Croatian	0.17%	196,685	3,104
Native language	Slovak	0.17%	196,685	3,104
Native language	Waray	0.17%	196,685	3,104

LANGUAGES OF AUDIENCE

Category	Criteria	Percent	Followers	Engagements
Native language	Serbian	0.14%	157,348	2,483
Native language	traditional Chinese	0.1%	118,011	1,863
Native language	Ukrainian	0.1%	118,011	1,863
Native language	Norwegian	0.1%	118,011	1,863
Native language	Javanese	0.1%	118,011	1,863
Native language	Kazakh	0.1%	118,011	1,863
Native language	Tagalog	0.1%	118,011	1,863

AUDIENCE INTERESTS

Category	Criteria	Percent	Followers	Engagements
Interest	Music	20.58%	23,407,063	369,425
Interest	Television & Film	9.51%	10,814,206	170,677
Interest	Restaurants, Food & Grocery	8.32%	9,462,430	149,342
Interest	Electronics & Computers	7.07%	8,039,508	126,885
Interest	Coffee, Tea & Beverages	6.13%	6,972,317	110,042
Interest	Clothes, Shoes, Handbags & Ac...	5.07%	5,762,833	90,953
Interest	Travel, Tourism & Aviation	4.63%	5,264,811	83,093
Interest	Beauty & Cosmetics	4.13%	4,695,642	74,110
Interest	Activewear	4%	4,553,350	71,864
Interest	Fashion & Style	3.75%	4,268,765	67,372
Interest	Camera & Photography	3.25%	3,699,597	58,389
Interest	Friends, Family and Relationships	2.88%	3,272,720	51,652
Interest	Luxury Apparel	2.69%	3,059,282	48,284
Interest	Pets	2.44%	2,774,697	43,792
Interest	Toys, Children & Baby	2.38%	2,703,551	42,669

AUDIENCE INTERESTS

Category	Criteria	Percent	Followers	Engagements
Interest	Cars	2.31%	2,632,405	41,546
Interest	Shopping & Retail	2.25%	2,561,259	40,423
Interest	Sports	1.94%	2,205,529	34,809

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Electronics & Computers	Apple	5.55%	6,315,271	99,672
Brands:Coffee, Tea & Beverages	Starbucks	4.93%	5,613,575	88,597
Brands:Music	musically	4.55%	5,175,014	81,675
Brands:Friends, Family and Relationships; Tel...	Walt Disney	3.7%	4,210,181	66,448
Brands:Activewear	Adidas	2.7%	3,069,924	48,451
Brands:Music	Justin Bieber	2.54%	2,894,499	45,683
Brands:Fashion & Style	Elle Magazine	2.39%	2,719,075	42,914
Brands:Activewear	Nike	2.31%	2,631,363	41,530
Brands:Music	Ariana Grande	2.08%	2,368,227	37,377
Brands:Television & Film	Harry Potter	1.93%	2,192,803	34,608
Brands:Beauty & Cosmetics	Dove	1.7%	1,929,666	30,455
Brands:Luxury Apparel	Chanel	1.46%	1,666,530	26,302
Brands:Restaurants, Food & Grocery	Nutella	1.39%	1,578,818	24,918
Brands:Music	Drake	1.23%	1,403,394	22,149
Brands:Clothes, Shoes, Handbags & Accesso...	Converse	1.08%	1,227,969	19,381

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Restaurants, Food & Grocery	McDonald's	1.08%	1,227,969	19,381
Brands:Television & Film	NETFLIX	1%	1,140,257	17,996
Brands:Restaurants, Food & Grocery	OREO	1%	1,140,257	17,996
Brands:Clothes, Shoes, Handbags & Accesso...	Vans	0.93%	1,052,545	16,612
Brands:Television & Film	CBS Television Studios	0.85%	964,833	15,228
Brands:Toys, Children & Baby	Barbie	0.85%	964,833	15,228
Brands:Fashion & Style	Vogue Paris	0.85%	964,833	15,228
Brands:Restaurants, Food & Grocery	KFC	0.77%	877,121	13,843
Brands:Music	MTV	0.77%	877,121	13,843
Brands:Camera & Photography	Polaroid	0.77%	877,121	13,843
Brands:Cars	BMW	0.69%	789,409	12,459
Brands:Television & Film	Batman	0.69%	789,409	12,459
Brands:Coffee, Tea & Beverages	Fanta	0.69%	789,409	12,459
Brands:Coffee, Tea & Beverages	Coca-Cola	0.69%	789,409	12,459
Brands:Coffee, Tea & Beverages	Red Bull	0.69%	789,409	12,459

AUDIENCE BRAND AFFINITY

Category	Criteria	Percent	Followers	Engagements
Brands:Electronics & Computers	LG Group	0.69%	789,409	12,459
Brands:Luxury Apparel	Gucci	0.62%	701,697	11,075
Brands:Television & Film	Star Wars	0.62%	701,697	11,075
Brands:Travel, Tourism & Aviation	Travelgram	0.62%	701,697	11,075
Brands:Clothes, Shoes, Handbags & Accesso...	Calvin Klein	0.62%	701,697	11,075
Brands:Electronics & Computers	Samsung Group	0.62%	701,697	11,075
Brands:Music; Electronics & Computers	Beats By Dre	0.62%	701,697	11,075
Brands:Camera & Photography	Nikon	0.62%	701,697	11,075
Brands:Beauty & Cosmetics	MAC Cosmetics	0.54%	613,985	9,690
Brands:Camera & Photography	Coachella	0.54%	613,985	9,690
Brands:Camera & Photography	GoPro	0.54%	613,985	9,690
Brands:Gaming	Playstation	0.54%	613,985	9,690

POPULAR POSTS



Likes	Comments
6,098,571	101,639

Date (UTC)
02 June 2017 11:48



Likes	Comments
4,741,310	96,243

Date (UTC)
21 July 2017 06:47



i love you

Likes	Comments
4,496,584	56,218

Date (UTC)
03 June 2017 04:21

POPULAR POSTS

My heart, prayers and deepest condolences are with the victims of the Manchester Attack and their loved ones. There is nothing I or anyone can do to take away the pain you are feeling or to make this better. However, I extend my hand and heart and everything I possibly can give to you and yours, should you want or need my help in any way. The only thing we can do now is choose how we let this affect us and how we live our lives from here on out. I have been thinking of my fans, and of you all, non stop over the past week. The way you have handled all of this has been more inspiring and made me more proud than you'll ever know. The compassion, kindness, love, strength and oneness that you've shown one another this past week is the exact opposite of the heinous intentions it must take to pull off something as evil as what happened Monday. YOU are the opposite. I am sorry for the pain and fear that you must be feeling and for the trauma that you, too, must be experiencing. We will never be able to understand why events like this take place because it is not in our nature, which is why we shouldn't recoil. We will not quit or operate in fear. We won't let this divide us. We won't let hate win. I don't want to go the rest of the year without being able to see and hold and uplift my fans, the same way they continue to uplift me. Our response to this violence must be to come closer together, to help each other, to love more, to sing louder and to live more kindly and generously than we did before. I'll be returning to the incredibly brave city of Manchester to spend time with my fans and to have a benefit concert in honor of and to raise money for the victims and their families. I want to thank my fellow musicians and friends for reaching out to be a part of our expression of love for Manchester. I will have details to share with you as soon as everything is confirmed. From the day we started putting the Dangerous Woman Tour together, I said that this show, more than anything else, was intended to be a safe space for my fans. A place for them to escape, to celebrate, to heal, to feel safe and to be themselves. To meet their friends they've made online. To express themselves. This will not change that. When you look into the audience at my shows, you see a beautiful, diverse, pure, happy crowd. Thousands of people, incredibly different, all there for the same reason, music. Music is something that everyone on Earth can share. Music is meant to heal us, to bring us together, to make us happy. So that is what it will continue to do for us. We will continue in honor of the ones we lost, their loved ones, my fans and all affected by this tragedy. They will be on my mind and in my heart everyday and I will think of them with everything I do for the rest of my life.

Ari

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