Visual Report

# Instagram Demographic Analysis: @arianagrande

Deep Social

# 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 | Chișinău | 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 |
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