



# @officiallyquigley

 **Verified Authentic Following**  
Updated November 16, 2018

## Instagram Stats

**160,269**

Followers

**86.04%**

Active Following

**+62.75%**

Compared to Avg Active

**7,052**

Avg Likes  
& Comments Per Post

**4.40%**

Engagement  
Percentage

**+2.27%**

Compared to  
Avg Engagement

Follower Health	Followers	Percentage	Compared to Avg
Active	46,746	86.04%	+62.75%
Lurkers	6,461	11.89%	+2.41%
Bots	1,125	2.07%	-65.16%

## Audience Age

Age 21 to 24	31.50%
Age 25 to 29	24.80%
Age 18 to 20	23.91%
Age 30 to 34	15.09%
Age 35 to 44	3.14%
Age 17 and under	0.95%
Age 45 to 54	0.38%
Age 55 to 64	0.13%
Age 65 and over	0.11%

## Audience Gender

Female	86.27%
Male	13.73%

## Audience Location

United States	69.23%
United Kingdom	4.47%
Canada	3.43%
Brazil	3.00%
Mexico	2.58%

## Audience Income

\$10,000 - \$19,999	28.95%
Under \$10,000	26.39%
\$20,000 - \$29,999	21.83%
\$30,000 - \$39,999	11.97%
\$40,000 - \$49,999	7.00%
\$50,000 - \$74,999	3.57%
\$75,000 - \$99,999	0.29%
Over \$100,000	0.02%

## Audience Brand Affinities

Urban Outfitters	18.33%
Starbucks	17.58%
Free People	16.23%
Vogue	16.11%
Instagram	15.86%

## Audience Family Status

Single	63.25%
Married	36.75%
Parents	9.96%