JEREMY CARR

# The Lazy Thrifter

Brand psychology, fashion, resale, and consumer culture.

PARTNERSHIP OVERVIEW | NOVEMBER 2026

## 2026 YTD

## 893K Followers

## 107.52M Views

Across TikTok, Instagram, YouTube, and Facebook

### VIEW BREAKDOWN BY PLATFORM

| PLATFORM | 2026 YTD VIEWS | FIRST POST |
|---|---|---|
| **TikTok** | **70.10M** | Apr 2, 2026, 12:22 PM |
| **Instagram** | **23.99M** | Aug 23, 2026, 10:11 AM |
| **YouTube** | **11.76M** | Apr 17, 2026, 7:29 PM |
| **Facebook** | **1.67M** | Jul 16, 2026, 9:17 AM |

Account launch through November 5, 2026

# The business in one view

Current platform snapshots. Views reflect reporting from account launch in 2026 through November 5.

**409K**

**TIKTOK FOLLOWERS**

current snapshot

**403K**

**INSTAGRAM FOLLOWERS**

current snapshot

**81K**

**YOUTUBE SUBSCRIBERS**

current snapshot

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**107.52M**

**TOTAL VIEWS ACROSS TRACKED PLATFORMS SINCE LAUNCH IN 2026**

**The headline**

**TikTok 70.1M | Instagram 23.99M**

**YouTube 11.76M | Facebook 1.67M**

# The audience is consistent across platforms

Predominantly female, U.S. based, and centered in consumer age groups that matter to fashion and retail partners.

| | | | |
|---|---|---|---|
| TikTok | 83% female | 71% U.S. | 54% age 35+ |
| Instagram | 78% female | 79% U.S. | 71% age 45+ |
| YouTube | 88% female | 79% U.S. | Older female audience |

Audience statistics reflect the latest available platform reporting. Instagram followers use the native account snapshot.

# TikTok: 70.1M views in 2026

2026 YTD platform reporting. TikTok is the largest discovery engine for the account.

**70.1M**

**2026 YTD VIDEO VIEWS**

account launch through Nov. 5

**5.22M**

**2026 YTD INTERACTIONS**

likes, comments, shares

**199**

**2026 YTD POSTS**

through Nov. 5

**409K**

**FOLLOWERS**

current snapshot

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**4.56M**

**2026 YTD LIKES**

**219.25K**

**2026 YTD COMMENTS**

**440.05K**

**2026 YTD SHARES**

**7.4%**

**2026 YTD INTERACTION RATE**

interactions / views

Source: Metricool reporting from account launch in 2026 through November 5. Interaction rate reflects reported interactions divided by views.

# Instagram: 24.0M views in 2026

2026 YTD platform reporting. Instagram adds scale with an older, U.S. based female audience.

**403K**

**FOLLOWERS**

native account snapshot

**23.99M**

**2026 YTD VIEWS**

account launch through Nov. 5

**2.31M**

**2026 YTD INTERACTIONS**

through Nov. 5

**200**

**2026 YTD REELS**

through Nov. 5

## Audience profile

**78%**

**FEMALE**

**Latest available audience report**

**79%**

**U.S. BASED**

**71%**

**AGE 45+**

**83.9K**

**AVERAGE REACH / REEL**

# YouTube: 11.76M views in 2026

2026 YTD platform reporting. YouTube provides another large discovery channel.

**11.76M**

**2026 YTD VIDEO VIEWS**

account launch through Nov. 5

**250**

**2026 YTD VIDEOS**

through Nov. 5

**488.35K**

**2026 YTD LIKES**

through Nov. 5

**81K**

**SUBSCRIBERS**

current snapshot

## 2026 YTD engagement

**25.76K**

**2026 YTD COMMENTS**

**110.64K**

**2026 YTD SHARES**

**88%**

**FEMALE AUDIENCE**

**79%**

**U.S. AUDIENCE**

**Latest available audience report**

# The point of view people trust

Jeremy’s audience follows for a direct, independent opinion. That standard applies to every collaboration.

**Fashion and brand psychology**

What products signal about taste, status, identity, and aspiration.

**Smart buying and resale**

Quality, construction, heritage, thrift, and value at every price point.

**Culture and consumer behavior**

Direct commentary on brands, trends, and the choices people make.

Jeremy works with brands and products he can stand behind. Paid partnerships are clearly disclosed.

# Work with The Lazy Thrifter

Partnerships, media, and brand collaboration inquiries

## Jeremy Carr

**Fashion, brand psychology, resale, and consumer culture**

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Media kit figures use verified platform reporting and current account snapshots. Reporting windows appear with the corresponding statistics.