



[@NicoleJohnsonsDetour](https://www.youtube.com/@NicoleJohnsonsDetour)





# I WANT TO DRIVE EVERYTHING

In her quest to drive everything, professional monster truck driver **NICOLE JOHNSON** detours from her past experiences and explores vastly different vehicles, discovering uncommon people, personalities and cultures along the way.



**“ In the sea of car content,  
this channel is standing  
out for me.**

-Mohan Dandamudi

**”**

**Finally, I've found a female car  
channel that nerds out about  
the technical aspects.**

-Lynx of Light

**I love what you're about.  
I can only hope and pray  
my daughter turns out  
at least half as awesome  
as you.**

-Thomas M Stevenson



**The most unique  
auto show on YouTube.**

-Michael Hillanbrand

**I love her. At times  
I forget it's about the cars.**

-Ricco Mayoral

**The world needs more  
Nicole-like hosts. Not just  
another host reading from a  
memorized generic script.**

-Ann Onymous

**What are the odds of a brave,  
intelligent, beautiful, funny  
woman also being an insanely  
good driver. Behold – we  
found a unicorn.**

-Al Gunther









@NicoleJohnsonsDetour

## **CHANNEL ANALYTICS** (as of 2/15/24)

**31 Network-Quality Episodes** (exclusive, one episode-per-month content)

**186,200 Subscribers**

**1.6 Million Views in the Last 28 Days**

**23.9 Million Channel Views Overall**

**393,900 Median Episode Views**

**518,400 Avg. Views Per Episode** (highest & lowest withheld)

**2.6 Million Hours Watch Time**

**69,900 Comments**

**441,600 Likes**

**201,300 Shares**

**100% Organic**

**NO FAKE VIEWS, COMMENTS,  
LIKES OR SUBSCRIBERS**







## AUDIENCE (as of 2/15/24)

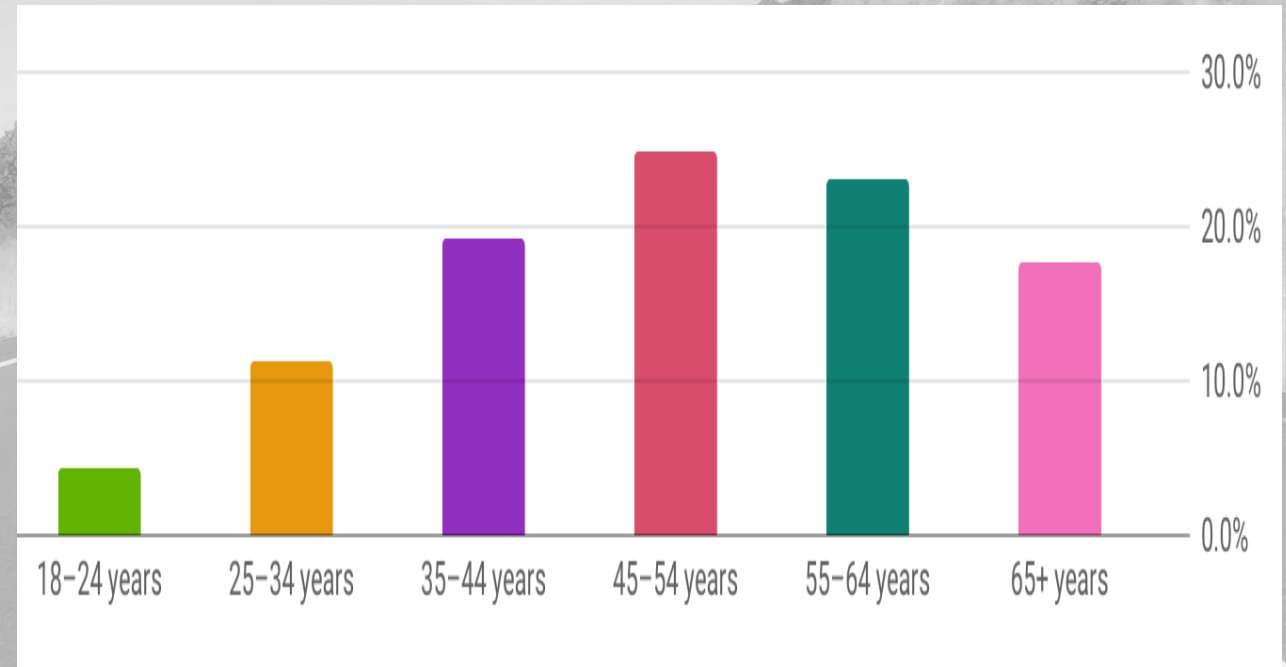
### GENDER

Male	94.2%
Female	5.8%

### TOP GEOGRAPHIES

United States	45.2%
United Kingdom	6.9%
Canada	5.6%
Germany	4.5%
Australia	4.4%
France	2.1%
Japan	2.0%

### VIEWER AGE BY % OF VIEWS











## **SOCIAL MEDIA** (as of 2/15/24)

### **INSTAGRAM**

@nicolejohnsonoffroad 

**146,600 followers**

**2.8M accounts reached in the last 30 days**

**Verified since 2021** (Prior to Meta Verified paid version)

### **FACEBOOK**

@nicolejohnsonoffroad 

**237,300 followers**

**2.2M post reach in the last 28 days**

**Verified since 2014**

**100% ORGANIC**

**NO FAKE VIEWS, COMMENTS, LIKES OR FOLLOWERS**



# CONTACT

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