

## Sources & Data

### The Great British Bake Off. Highest Earning Bakers On Instagram

Year	Name	Season	Instagram Handle	Instagram followers	Potential Earnings Per Post
2017-Present	Noel Fielding	Season 8 - 10	<a href="https://www.instagram.com/noel_fielding/?hl=en">https://www.instagram.com/noel_fielding/?hl=en</a>	1,000,000	5419.11
2015	Nadiya Hussain	season 6	<a href="https://www.instagram.com/nadiyahussain/?hl=en">https://www.instagram.com/nadiyahussain/?hl=en</a>	653,000	3538.67883
2010	Paul Hollywood	ALL	<a href="https://www.instagram.com/paul.hollywood/?hl=en">https://www.instagram.com/paul.hollywood/?hl=en</a>	378,000	2048.42358
2010	Jasminder Randhawa	Season 1	<a href="https://www.instagram.com/theboywhobakes/?hl=en">https://www.instagram.com/theboywhobakes/?hl=en</a>	332,000	1799.14452
2018	Kim-Joy Hewlett	season 9	<a href="https://www.instagram.com/kimjoykitchen/?hl=en">https://www.instagram.com/kimjoykitchen/?hl=en</a>	278,400	1508.680224
2016	Candice Brown	season 7	<a href="https://www.instagram.com/candicebrown/?hl=en">https://www.instagram.com/candicebrown/?hl=en</a>	249,400	1351.526034
2018	Rahul Mandal	season 9	<a href="https://www.instagram.com/bakewithrahul/?hl=en">https://www.instagram.com/bakewithrahul/?hl=en</a>	237,700	1288.122447
2020	Matt Lucas	Season 11	<a href="https://www.instagram.com/realmattlucas/">https://www.instagram.com/realmattlucas/</a>	221,000	1197.62331
2016	Benjamina Ebuehi	season 7	<a href="https://www.instagram.com/bakedbybenji/?hl=en">https://www.instagram.com/bakedbybenji/?hl=en</a>	172,000	932.08692
2016	Selasi Gbormittah	season 7	<a href="https://www.instagram.com/selasigb/?hl=en">https://www.instagram.com/selasigb/?hl=en</a>	163,000	883.31493
2019	Henry Bird	season 10	<a href="https://www.instagram.com/henryfabird/?hl=en">https://www.instagram.com/henryfabird/?hl=en</a>	163,000	883.31493
2018	Manon Lagrève	season 9	<a href="https://www.instagram.com/manonlagreve/?hl=en">https://www.instagram.com/manonlagreve/?hl=en</a>	142,000	769.51362
2017	Liam Charles	season 8	<a href="https://www.instagram.com/liamcbakes/">https://www.instagram.com/liamcbakes/</a>	135,000	731.57985
2019	David Atherton	season 10	<a href="https://www.instagram.com/nomadbakerdavid/?hl=en">https://www.instagram.com/nomadbakerdavid/?hl=en</a>	133,300	722.367363
2014	Chetna Makan	season 5	<a href="https://www.instagram.com/chetnamakan/?hl=en">https://www.instagram.com/chetnamakan/?hl=en</a>	132,000	715.32252
2019	Michael Chakraverty	season 10	<a href="https://www.instagram.com/mschakraverty/?hl=en">https://www.instagram.com/mschakraverty/?hl=en</a>	131,000	709.90341
2014	Martha Collison	season 5	<a href="https://www.instagram.com/marthacollison/?hl=en">https://www.instagram.com/marthacollison/?hl=en</a>	125,700	681.182127
2019	Alice Fevronia	season 10	<a href="https://www.instagram.com/alice.fevronia/?hl=en">https://www.instagram.com/alice.fevronia/?hl=en</a>	125,300	679.014483
2019	Steph Blackwell	season 10	<a href="https://www.instagram.com/stephiblackwell/?hl=en">https://www.instagram.com/stephiblackwell/?hl=en</a>	125,100	677.930661
2014	Nancy Birtwhistle	season 5	<a href="https://www.instagram.com/nancy.birtwhistle/?hl=en">https://www.instagram.com/nancy.birtwhistle/?hl=en</a>	122,300	662.757153
2018	Briony Williams	season 9	<a href="https://www.instagram.com/brionymaybakes/?hl=en">https://www.instagram.com/brionymaybakes/?hl=en</a>	122,300	662.757153
2017-present	Prue Leith	Season 7 - 10	<a href="https://www.instagram.com/prueleith/?hl=en">https://www.instagram.com/prueleith/?hl=en</a>	108,000	585.26388
2017	Steven Carter-Bailey	season 8	<a href="https://www.instagram.com/spongecakesquaretin/">https://www.instagram.com/spongecakesquaretin/</a>	97,500	528.363225
2016	Andrew Smyth	season 7	<a href="https://www.instagram.com/cakesmyth/?hl=en">https://www.instagram.com/cakesmyth/?hl=en</a>	90,900	492.597099
2012	John Whaite	season 3	<a href="https://www.instagram.com/john_whaite/?hl=en">https://www.instagram.com/john_whaite/?hl=en</a>	87,900	476.339769
2013	Ruby Tandoh	season 4	<a href="https://www.instagram.com/ruby.tandoh/?hl=en">https://www.instagram.com/ruby.tandoh/?hl=en</a>	85,000	460.62435
2018	Ruby Bhogal	season 9	<a href="https://www.instagram.com/ruby.tandoh/?hl=en">https://www.instagram.com/ruby.tandoh/?hl=en</a>	85,000	460.62435
2013	Frances Quinn	season 4	<a href="https://www.instagram.com/frances_quinn/?hl=en">https://www.instagram.com/frances_quinn/?hl=en</a>	74,900	405.891339
2019	Helena Garcia	season 10	<a href="https://www.instagram.com/helenagarciafp/?hl=en">https://www.instagram.com/helenagarciafp/?hl=en</a>	73,500	398.304585
2013	Kimberley Wilson	season 4	<a href="https://www.instagram.com/foodandpsych/?hl=en">https://www.instagram.com/foodandpsych/?hl=en</a>	67,500	365.789925
2016	Valerie "Val" Stones	season 7	<a href="https://www.instagram.com/valcake.walks/?hl=en">https://www.instagram.com/valcake.walks/?hl=en</a>	64,100	347.364951
2015	Tamal Ray	season 6	<a href="https://www.instagram.com/drraybakes/?hl=en">https://www.instagram.com/drraybakes/?hl=en</a>	59,700	323.520867
2016	Jane Beedle	season 7	<a href="https://www.instagram.com/janebbakes/?hl=en">https://www.instagram.com/janebbakes/?hl=en</a>	50,200	272.039322
2015	Flora Shedden	season 6	<a href="https://www.instagram.com/florashedden/?hl=en">https://www.instagram.com/florashedden/?hl=en</a>	44,500	241.150395
2019	Michelle Evans-Fecchi	season 10	<a href="https://www.instagram.com/bakesbymichelle/?hl=en">https://www.instagram.com/bakesbymichelle/?hl=en</a>	40,400	218.932044
2015	Mat Riley	season 6	<a href="https://www.instagram.com/thelifeofrileyfamily/?hl=en">https://www.instagram.com/thelifeofrileyfamily/?hl=en</a>	37,900	205.384269
2017	Sophie Faldo	season 8	<a href="https://www.instagram.com/sophiefaldo/">https://www.instagram.com/sophiefaldo/</a>	34,300	185.875473
2019	Rosie Brandreth-Poynter	season 10	<a href="https://www.instagram.com/rosiebrandreth/?hl=en">https://www.instagram.com/rosiebrandreth/?hl=en</a>	32,500	176.121075
2012	James Morton	season 3	<a href="https://www.instagram.com/bakingjames/?hl=en">https://www.instagram.com/bakingjames/?hl=en</a>	31,000	167.99241
2014	Richard Burr	season 5	<a href="https://www.instagram.com/richardpburr/?hl=en">https://www.instagram.com/richardpburr/?hl=en</a>	30,900	167.450499
2018	Antony Amourdoux	season 9	<a href="https://www.instagram.com/antony_amourdoux/?hl=en">https://www.instagram.com/antony_amourdoux/?hl=en</a>	29,300	158.779923

2019	Jamie Finn	season 10	<a href="https://www.instagram.com/jamiepfinn/?hl=en">https://www.instagram.com/jamiepfinn/?hl=en</a>	28,400	153.902724
2017	Chuen-Yan "Yan" Tsou	season 8	<a href="https://www.instagram.com/yannybakes/">https://www.instagram.com/yannybakes/</a>	27,900	151.193169
2018	Jon Jenkins	season 9	<a href="www.instagram.com/jon_bakes_hawaiian/?hl=en">www.instagram.com/jon_bakes_hawaiian/?hl=en</a>	27,800	150.651258
2018	Dan Beasley-Harling	season 9	<a href="www.instagram.com/danbeasleyharling/?hl=en">www.instagram.com/danbeasleyharling/?hl=en</a>	27,300	147.941703
2011	Joanne Wheatley	Season 2	<a href="www.instagram.com/jowheatleystyle/?hl=en">www.instagram.com/jowheatleystyle/?hl=en</a>	26,400	143.064504
2017	Tom Hetherington	season 8	<a href="https://www.instagram.com/tomeatscake/">https://www.instagram.com/tomeatscake/</a>	24,600	133.310106
2016	Rav Bansal	season 7	<a href="https://www.instagram.com/ravsbansal/?hl=en">https://www.instagram.com/ravsbansal/?hl=en</a>	22,400	121.388064
2017	Julia Chernogorova	season 8	<a href="www.instagram.com/julia.chernogorova/?hl=en">www.instagram.com/julia.chernogorova/?hl=en</a>	22,400	121.388064
2014	Kate Henry	season 5	<a href="https://www.instagram.com/treaclebakes/?hl=en">https://www.instagram.com/treaclebakes/?hl=en</a>	21,300	115.427043
2019	Priya O'Shea	season 10	<a href="https://www.instagram.com/priyaoshea/?hl=en">https://www.instagram.com/priyaoshea/?hl=en</a>	17,500	94.834425
2010	Lea Harris	Season 1	<a href="https://www.instagram.com/thepuddingstop/">https://www.instagram.com/thepuddingstop/</a>	16,300	88.331493
2019	Dan Chambers	season 10	<a href="https://www.instagram.com/dancbakes/?hl=en">https://www.instagram.com/dancbakes/?hl=en</a>	14,400	78.035184
2018	Karen Wright	season 9	<a href="https://www.instagram.com/karenwrightbake/?hl=en">https://www.instagram.com/karenwrightbake/?hl=en</a>	13,600	73.699896
2011	Holly Bell	Season 2	<a href="https://www.instagram.com/hollybellmummy/?hl=en">https://www.instagram.com/hollybellmummy/?hl=en</a>	11,800	63.945498
2018	Terry Hartill	season 9	<a href="https://www.instagram.com/terrythetash/?hl=en">https://www.instagram.com/terrythetash/?hl=en</a>	11,600	62.861676
2019	Amelia Le Bruin	season 10	<a href="https://www.instagram.com/amelialebruin/?hl=en">https://www.instagram.com/amelialebruin/?hl=en</a>	11,600	62.861676
2016	Tom Gilliford	season 7	<a href="https://www.instagram.com/tomgilliford/?hl=en">https://www.instagram.com/tomgilliford/?hl=en</a>	11,300	61.235943
2015	Ian Cumming	season 6	<a href="https://www.instagram.com/icimages/?hl=en">https://www.instagram.com/icimages/?hl=en</a>	8,950	48.5010345
2014	Iain Watters	season 5	<a href="https://www.instagram.com/iainwatters/?hl=en">https://www.instagram.com/iainwatters/?hl=en</a>	8,946	48.47935806
2014	Luis Troyano	season 5	<a href="https://www.instagram.com/luisthebaker/?hl=en">https://www.instagram.com/luisthebaker/?hl=en</a>	8,131	44.06278341
2013	Howard Middleton	season 4	<a href="www.instagram.com/howard.middlebun/?hl=en">www.instagram.com/howard.middlebun/?hl=en</a>	7,860	42.5942046
2015	Paul Jagger	season 6	<a href="https://www.instagram.com/pauljagger31/?hl=en">https://www.instagram.com/pauljagger31/?hl=en</a>	7,801	42.27447711
2013	Beca Lyne-Pirkis	season 4	<a href="https://www.instagram.com/becalynepirkis/?hl=en">https://www.instagram.com/becalynepirkis/?hl=en</a>	7,364	39.90632604
2017	James Hillery	season 8	<a href="https://www.instagram.com/cluckmuckcook/">https://www.instagram.com/cluckmuckcook/</a>	6,925	37.52733675
2019	Phil Thorne	season 10	<a href="https://www.instagram.com/philsburybakes/?hl=en">https://www.instagram.com/philsburybakes/?hl=en</a>	6,500	35.224215
2015	Alvin Magallanes	season 6	<a href="https://www.instagram.com/alvin_magallanes/?hl=en">https://www.instagram.com/alvin_magallanes/?hl=en</a>	6,246	33.84776106
2015	Ugnė Bubnaityte	season 6	<a href="https://www.instagram.com/ugne_bakes/?hl=en">https://www.instagram.com/ugne_bakes/?hl=en</a>	6,152	33.33836472
2010	Ruth Clemens	Season 1	<a href="https://www.instagram.com/thepinkwhisk/?hl=en">https://www.instagram.com/thepinkwhisk/?hl=en</a>	5,500	29.805105
2012	Cathryn Dresser	season 3	<a href="https://www.instagram.com/cat_dresser/?hl=en">https://www.instagram.com/cat_dresser/?hl=en</a>	5,030	27.2581233
2011	Urvashi Roe	Season 2	<a href="https://www.instagram.com/urvashiroe/?hl=en">https://www.instagram.com/urvashiroe/?hl=en</a>	4,858	26.32603638
2016	Kate Barby	season 7	<a href="https://www.instagram.com/katebarby/?hl=en">https://www.instagram.com/katebarby/?hl=en</a>	4,610	24.9820971
2013	Ali Imdad	season 4	<a href="https://www.instagram.com/aliimdadbakes/?hl=en">https://www.instagram.com/aliimdadbakes/?hl=en</a>	4,368	23.67067248
2010	Mark Whithers	Season 1	<a href="www.instagram.com/mirandagorebrowne/?hl=en">www.instagram.com/mirandagorebrowne/?hl=en</a>	4,300	23.302173
2018	Luke Thompson	season 9	<a href="https://www.instagram.com/lukejthompson/?hl=en">https://www.instagram.com/lukejthompson/?hl=en</a>	3,742	20.27830962
2016	Louise Williams	season 7	<a href="https://www.instagram.com/loubarada/?hl=en">https://www.instagram.com/loubarada/?hl=en</a>	2,868	15.54200748
2013	Lucy Bellamy	season 4	<a href="https://www.instagram.com/lucybellamy/?hl=en">https://www.instagram.com/lucybellamy/?hl=en</a>	2,688	14.56656768
2015	Stu Henshall	season 6	<a href="https://www.instagram.com/thealkitchen/">https://www.instagram.com/thealkitchen/</a>	2,209	11.97081399
2014	Claire Goodwin	season 5	<a href="https://www.instagram.com/bake_therapist/?hl=en">https://www.instagram.com/bake_therapist/?hl=en</a>	2,084	11.29342524
2017	Chris Geiger	season 8	<a href="https://www.instagram.com/chrisgeiger/?hl=en">https://www.instagram.com/chrisgeiger/?hl=en</a>	1,947	10.55100717
2016	Michael Georgiou	season 7	<a href="https://www.instagram.com/m_georgiou96/?hl=en">https://www.instagram.com/m_georgiou96/?hl=en</a>	1,689	9.15287679
2014	Enwezor Nzegwu	season 5	<a href="https://www.instagram.com/enwezornzegwu/?hl=en">https://www.instagram.com/enwezornzegwu/?hl=en</a>	696	3.77170056
2012	Manisha Parmar	season 3	<a href="www.instagram.com/manisha_mistrys_kitchen/">www.instagram.com/manisha_mistrys_kitchen/</a>	675	3.65789925
2017	Stacey Hart	season 8	<a href="https://www.instagram.com/staceydees/">https://www.instagram.com/staceydees/</a>	592	3.20811312
2011	Robert Billington	Season 2	<a href="https://www.instagram.com/robertbillingtonphotography/?hl=en">https://www.instagram.com/robertbillingtonphotography/?hl=en</a>	443	2.40066573
2011	Keith Batsford	Season 2	<a href="https://www.instagram.com/keithbatsford/?hl=en">https://www.instagram.com/keithbatsford/?hl=en</a>	420	2.2760262
2011	Yasmin Limbert	Season 2	<a href="https://www.instagram.com/yasminlimbert/">https://www.instagram.com/yasminlimbert/</a>	346	1.87501206
2016	Lee Banfield	season 7	<a href="https://www.instagram.com/leesbakes/?hl=en">https://www.instagram.com/leesbakes/?hl=en</a>	328	1.77746808
2012	Sarah-Jane Willis	season 3	<a href="https://www.instagram.com/sj_willis/?hl=en">https://www.instagram.com/sj_willis/?hl=en</a>	318	1.72327698

2017	Peter Abatan	season 8	<a href="https://www.instagram.com/toboldlybake/">https://www.instagram.com/toboldlybake/</a>	256	1.38729216
2012	Stuart Marston-Smith	season 3	<a href="https://www.instagram.com/stumarstonsmith/?hl=en">https://www.instagram.com/stumarstonsmith/?hl=en</a>	192	1.04046912
2015	Dorret Conway	season 6	<a href="https://www.instagram.com/dorret_conway/?hl=en">https://www.instagram.com/dorret_conway/?hl=en</a>	183	0.99169713

## Number of times the winners won

### Star baker / Paul handshakes

Winner	Star Baker	Paul Handshakes
Edd Kimber	0	0
Joanne Wheatley	1	0
John Whaite	1	0
Frances Quinn	1	1
Nancy Birtwhistle	1	0
Nadiya Hussain	3	1
Candice Brown	0	1
Sophie Faldo	2	1
Rahul Mandal	2	3
David Atherton	0	0

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