



Quarterly Report

January – March, 2015

Media	Average or Total
Web Stats	
• Visitors (includes New and Returning Visitors)	5,253 total
• Pageviews	6,859 avg/mo (20,578 total)
• Visitors by Location - AZ / US	646 / 1,803 avg/mo (1,937 / 5,410 total)
Show Listenership	
• Podcast + Listening Live + 24/7 Stream Listeners + Blogtalk Radio downloads + DreamVisions7 + Speak Up Radio	28,892 downloads 9,631 avg/mo
Show – Blogtalk Radio	
• Total # of profile views and listens since creation of account on January 25, 2012	45,936 total profile views 65,637 total listens
Newsletter	
• Subscribers	4,164
Twitter	
• Total # of followers	2,922
Facebook	
• Total # of Likes	4,615

Media	Average or Total
<ul style="list-style-type: none"> Facebook Demos - age, sex, geo - AZ, US 	2,285 Likes in Arizona 4,163 Likes in US (incl. AZ) Females 75%, Males 23% 25% – 55+ 21% – 45-54 24% – 35-44 19% – 25-34 8% – 18-24
YouTube	
<ul style="list-style-type: none"> Video Views 	13,483 total views
LinkedIn	
<ul style="list-style-type: none"> Connections 	500+
Pinterest	
<ul style="list-style-type: none"> Followers 	1,728
<ul style="list-style-type: none"> Likes 	1,189
Instagram	
<ul style="list-style-type: none"> Followers 	782
Google+	
<ul style="list-style-type: none"> Followers / Views 	21 / 3,278
Events/Presentations	
<ul style="list-style-type: none"> Number of Events Attended 	19 total
<ul style="list-style-type: none"> Number of Attendees at Presentations Events Attended included: Tucson Festival of Books Woman and Man of the Year Awards, Tucson, AZ Tucson Wildlife Center - One Wild Night TEP Brightee Awards, Tucson, AZ Local First Tucson Arizona State University, Phoenix, AZ Prescott College, Tucson, AZ SAHBA Home Show, Tucson, AZ 	2,099 total
Awards & Recognition	

Media	Average or Total
<ul style="list-style-type: none">• Women Who Move Tucson• Featured writer in Tucson Women magazine• Rotary Award - Highest in New Member Recruitment	