



Quarterly Report

October – December, 2013

Media	Average or Total
Web Stats	
• Unique Visitors	1,260 avg/mo (3,781 total)
• Pageviews	7,385 avg/mo (22,156 total)
• Location - AZ / US	1,341 / 3,071 avg/mo (2,247 /4,676 total)
Show Listenership	
• Podcast + Listening Live + 24/7 Stream Listeners + Blogtalk Radio downloads + DreamVisions7	17,224 downloads 5,741 avg/mo
Show – Blogtalk Radio	
• Total # of profile views and listens since creation of account on January 25, 2012	45,202 total profile views 62,487 total listens
Newsletter	
• Subscribers	3,101
Twitter	
• Total # of followers	2,298
Facebook	
• Total # of Likes	4,014

Media	Average or Total
<ul style="list-style-type: none"> Facebook Demos - age, sex, geo - AZ, US 	2,074 Likes in Arizona 3,703 Likes in US (incl. AZ) Females 75%, Males 23% 22% – 55+ 20% – 45-54 25% – 35-44 22% – 25-34 9% – 18-24
YouTube	
<ul style="list-style-type: none"> Video Views 	9,163 total views
LinkedIn	
<ul style="list-style-type: none"> Connections 	500+
Pinterest	
<ul style="list-style-type: none"> Followers 	1,255
<ul style="list-style-type: none"> Likes 	1,143
Events/Presentations	
<ul style="list-style-type: none"> Number of Events Attended 	22 total
<ul style="list-style-type: none"> Number of Attendees at Presentations Events Attended included: <ul style="list-style-type: none"> University of Arizona Food Day Event, AZ Local First Arizona Events Sustainable Tucson Event, AZ Phoenix Food Day Event, AZ Habitat for Humanity Event, AZ GoGreen Conference Phoenix, AZ 	8,892 total
Awards & Recognition	
<ul style="list-style-type: none"> Women Who Move Tucson Featured writer in Tucson Women magazine Rotary Award - Highest in New Member Recruitment 	