



Quarterly Report

October – December, 2014

Media	Average or Total
Web Stats	
• Visitors (includes New and Returning Visitors)	6,488 total
• Pageviews	16,727 avg/mo (50,181 total)
• Visitors by Location - AZ / US	802 / 1,781 avg/mo (2,405 / 5,343 total)
Show Listenership	
• Podcast + Listening Live + 24/7 Stream Listeners + Blogtalk Radio downloads + DreamVisions7	10,443 downloads 3,481 avg/mo
Show – Blogtalk Radio	
• Total # of profile views and listens since creation of account on January 25, 2012	45,863 total profile views 65,321 total listens
Newsletter	
• Subscribers	4,126
Twitter	
• Total # of followers	2,854
Facebook	
• Total # of Likes	4,624

Media	Average or Total
<ul style="list-style-type: none"> Facebook Demos - age, sex, geo - AZ, US 	1,998 Likes in Arizona 3,973 Likes in US (incl. AZ) Females 75%, Males 23% 25% – 55+ 21% – 45-54 24% – 35-44 21% – 25-34 9% – 18-24
YouTube	
<ul style="list-style-type: none"> Video Views 	12,741 total views
LinkedIn	
<ul style="list-style-type: none"> Connections 	500+
Pinterest	
<ul style="list-style-type: none"> Followers 	1,660
<ul style="list-style-type: none"> Likes 	1,187
Instagram	
<ul style="list-style-type: none"> Followers 	733
Google+	
<ul style="list-style-type: none"> Followers / Views 	9 / 308
Events/Presentations	
<ul style="list-style-type: none"> Number of Events Attended 	21 total
<ul style="list-style-type: none"> Number of Attendees at Presentations Events Attended included: TEDxTucson – Presenter, Tucson AZ Captain Planet Foundation Reception, Atlanta GA Carson Scholars Reception, Tucson AZ Vendana Shiva Reception Phoenix, AZ Phoenix Food Day, Phoenix AZ UA Food Day, Tucson AZ Local First Fall Festival, Phoenix AZ Light the Night Walk, Tucson AZ Envision Tucson Sustainable, Tucson AZ Pachamama Alliance, Tucson AZ 	11,260 total

Media	Average or 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	