



Quarterly Report

January-March, 2012

Media	Average or Total
Web Stats	
• Unique Visitors	1,557 avg/mo
• Pageviews	8,298 avg/mo
• Location - AZ / US	880 / 2,100
Show	
• Podcast (Blubrry) + Listening Live (Shoutcast) + 24/7 Stream Listeners	2,709 total 903 avg/mo
Newsletter	
• Subscribers	2,769 avg/mo
Twitter	
• Total # of followers	1,634
Facebook	
• Total # of Likes	2,682
• Demos - age, sex, geo - AZ, US	1,474 Likes in Arizona 2,439 Likes in US (incl. AZ) Females 76%, Males 22% 17.6% – 55+ 21.5% – 45-54 23.5% – 35-44 20.4% – 25-34

Media	Average or Total
Facebook Ads	
• Total Number of Clicks	1735
• Total Number of impressions	7,520,305
YouTube	
• Video Views	4,072
LinkedIn	
• Connections	500+
Pinterest	
• Followers	183
• Likes	88
Events/Presentations	
• Number of Events Attended	22 total
• Number of Attendees at Presentations	845 total
Awards & Recognition	
<ul style="list-style-type: none"> • Women Who Move Tucson • Honored as " Committee of 100 Women Who Support Girls" by Girl Scouts of Southern Arizona 	