



Quarterly Report

October – December 2016

Media	Average or Total for Quarter
Web Stats	
• Visitors	5,230 total
• Pageviews	16,937 total
• Visitors by Location (AZ / US)	2,280 / 7,879 total
Show Listenership	
• Podcast Downloads	74,606
Newsletter	
• Subscribers	4,373
Twitter	
• Followers	3,430
Facebook	
• Page Likes	5,597
• Facebook Demographics (Gender and Age)	Females 77%, Males 23% 32% – 55+ 21% – 45-54 23% – 35-44 18% – 25-34 6% – 18-24

Media	Average or Total for Quarter
YouTube	
• Video Views / Subscribers	17,396 total views 88 subscribers
LinkedIn	
• Connections	2,678
Pinterest	
• Followers	1,824
Instagram	
• Followers	1,256
Google+	
• Followers / Impressions	43 / 12,456
Events / Presentations	
<ul style="list-style-type: none"> • Number of Events Attended • Number of Attendees at Events Highlight of Q4 Events: <ul style="list-style-type: none"> - Bioneers - Fast Pitch - Oro Valley Music Festival - Chapman Automotive Group: Habitat for Humanity Home Build, Humane Society Event, Family Picnic - Local First Fall Festival - Green Chamber - Arid Lands Conference - Envision Tucson Sustainable - Hotel Congress Staff Event - Fashion Week with Laura Tanzer - Big Green Event Marana - Monsanto Rally - Arizona Theatre Gala - Visit Tucson 	<ul style="list-style-type: none"> 29 total 5,985 total