



MRS. GREEN'S WORLDSM

Quarterly Report Q3 July – September 2018

| Media | Total/Avg. for Quarter |
|---|------------------------|
| Web Stats | |
| • Visitors | 6,010 (3.85% ^) |
| • Pageviews | 8,456 (.11% ^) |
| • Sessions by Location (AZ / US/ International) | 1,893 / 5,147/ 674 |
| • New Visitor/Returning Visitor | 74.81%/25.2% |
| Show Listenership | |
| • Podcast Listens | 177,706 (1.5% ^) |
| Newsletter | |
| • Subscribers | 5,256 (1.1% ^) |
| • Open rate | 12.3% avg. |
| Twitter | |
| • Followers | 3,675 (.75% ^) |
| Facebook | |
| • Page Likes | 7,414 (1.17% ^) |

| Media | Total/Avg. for Quarter |
|---|--|
| • Facebook Impressions | 205,149 (19% ^) |
| • Top Facebook post (measured by engagement) | July 2 nd Wolf Conservation Center video “This might be the last red wolf howl you ever hear.” |
| <p>• Facebook Demographics (Gender and Age)</p> <p>*This quarter there was very little change in this metric at all. The gender percentages stayed the exact same and the changes in age ranges very minor – nothing more than 1/10 of a percent.</p> | <p>Females 78%, Males 22%</p> <p>19.6% – 65+</p> <p>21% – 55-64</p> <p>19.7% – 45-54</p> <p>19.4% – 35-44</p> <p>15.3% – 25-34</p> <p>4.9% – 18-24</p> <p>0.1% – 13-17</p> |
| YouTube | |
| • Video Views / Subscribers | 19,944 total views 92 subscribers |
| LinkedIn | |
| • Connections | 3,353 (3.9% ^) |
| Pinterest | |
| • Followers | 1,853 (.01%^) |
| Instagram | |
| • Followers | 1,578 |
| Events & Presentations | |

| Media | Total/Avg. for Quarter |
|--|--|
| <ul style="list-style-type: none"> • Number of Events Attended • Number of Attendees at Events <p>Event Highlights: Local First Tucson SAACA Global Climate Action Summit Scale-Up Citibank Townhall UA Green Career Mixer YWCA Town Hall Criminal Justice TMC Seniors Presentation CEDO Development Committee</p> | <p style="text-align: right;">19 total</p> <p style="text-align: right;">4,110 total</p> |