



# MRS. GREEN'S WORLD<sup>SM</sup>

## Quarterly Report Q4 October – December 2018

Media	Total/Avg. for Quarter
<b>Web Stats</b>	
• Visitors	5,599 (6.8% ^)
• Pageviews	7,471 (11.6% ^)
• Sessions by Location (AZ / US/ International)	1,753 / 4,491/ 676
• New Visitor/Returning Visitor	73%/27%
<b>Show Listenership</b>	
• Podcast Listens	178,144 (.3 ^)
<b>Newsletter</b>	
• Subscribers	3,280 (37.5% ^)
• Open rate	11.5% avg.
<b>Twitter</b>	
• Followers	3,674 (.03% ^)
<b>Facebook</b>	
• Page Likes	7,475 (1% ^)

Media	Total/Avg. for Quarter
<ul style="list-style-type: none"> <li>Facebook Impressions</li> </ul>	224,046 (9.2% ^)
<ul style="list-style-type: none"> <li>Top Facebook post (measured by engagement) 36.8% engagement</li> </ul>	October 6 <sup>th</sup> Ocean Cleanup Project video. “We love <b>The Ocean Cleanup</b> project and the work they’re doing. <b>#DisruptorsforGood</b> ”
<ul style="list-style-type: none"> <li>Top Facebook post (measured by reaction) 553 reactions</li> </ul>	October 18 <sup>th</sup> Image with Pete Seeger quote “If it can’t be reused, reduced, repaired, rebuilt...”
<ul style="list-style-type: none"> <li>Facebook Demographics (Gender and Age)</li> </ul> <p>*This quarter there was once again very little change in these metrics at all. The gender percentages stayed mostly the same in the younger demographics with a slight shift toward 55-64 and 64+ demographics.</p>	<p>Females 78%, Males 22%</p> <p>20.4% – 65+ 20.8% – 55-64 19.9% – 45-54 19.1% – 35-44 15.2% – 25-34 4.5% – 18-24 0.1% – 13-17</p>
<b>YouTube</b>	
<ul style="list-style-type: none"> <li>Video Views / Subscribers</li> </ul>	20,307 total views 96 subscribers
<b>LinkedIn</b>	
<ul style="list-style-type: none"> <li>Connections</li> </ul>	3,407 (1.6% ^)
<b>Pinterest</b>	
<ul style="list-style-type: none"> <li>Followers</li> </ul>	1,855 (.12% ^)

Media	Total/Avg. for Quarter
<b>Instagram</b>	
• Followers	1,610 (2%^)
<b>Events &amp; Presentations</b>	
<ul style="list-style-type: none"> <li>• Number of Events Attended</li> <li>• Number of Attendees at Events</li> </ul> <p><b>Event Highlights:</b>  Local First Tucson  Conscious Capitalism Annual Conference  U of A Institute of the Environment Reception  Bioneers Conference  Children’s Clinic Halloween Party  Chapman Green Team Habitat Build Day  Fast Pitch SVP  TMC The CORE Presentation  Carson Scholars Presentations</p>	<p>18 total  5,040 total</p>