



Quarterly Report

April – June 2021 (Q2)

Media	Totals / Avg. for Quarter
Website Analytics	
• Visitors	9,967
• Pageviews	12,467
• Sessions by Location (AZ / US/ International)	1,321 / 3,983 / 5,984
• New Visitor / Returning Visitor	94.3% / 5.7%
Show Listenership	
• Q2 Podcast Listens	171,679
• Top Podcast Listening Platforms	Apple Podcasts, Spotify, Deezer, Speak-Up Radio, MGW.com
Newsletter	
• Subscribers	3,367
• Open Rate (Q2/Average)	17.7% / 15.7%
Twitter	
• Followers	3,601
• Impressions	22,110
Facebook	
• Total Page Likes	8,082
• Total Page Followers	8,463
• Facebook Impressions	43,7312
• Facebook Engagements	3,106

• Top Facebook Post (measured by Engagements)	6/29/21 post about AIR Series Podcast Titled “Tumamoc Hill: An Iconic Sense of Place”
• Top Facebook Post (measured by Engagement Rate)	5/26/21 video posted of Mrs. Green talking about Pima County’s ”Drive Less Pledge” for Healthy Air in Pima County
• Facebook Demographics	Females 67% Males 31% Nonbinary/Unspecified 2%
Instagram	
• Page Followers	1,967
• Quarterly Unique Audience Reach	2,917
YouTube	
• Channel Subscribers	167 subscribers
• Channel Video Views	23,686 views
LinkedIn	
• Company Page Followers	260
• Total Published Posts	62
• Mrs. Green’s Personal Network Connections	3,992