THE AUSTIN CHRONICLE

ONLINE DEMOGRAPHICS

SOCIAL MEDIA

FACEBOOK

Followers: **78,037**

Monthly Impressions: 226,549

Monthly Engagements: 61,121

59% Women, 41% Men

Age:

18-34	20.1%
35-54	58.8%
55+	21.1%

INSTAGRAM

Followers: **92,898**

Monthly Impressions: 61,534

Monthly Engagements: 3,624

61% Women, 39% Men

Age:

18-34	34.4%
35-54	55.9%
55+	10.2%

TWITTER

Followers: **224,200**

Monthly Impressions: 454,000

Monthly Mentions: 718

EMAIL MARKETING

EVENTS NEWSLETTER

Audience Size: **49,702**

Unique Open Rate: 32.2%

Unique Click Through Rate: 3.5%

53% Women, 40% Men, 7% Non-Conforming

Age:

18-34	29.7%
35-54	49.3%
55+	13.8%

DAILY NEWSLETTER

Audience Size: **28,449**

Unique Open Rate: 33%

Unique Click Through Rate: 1.7%

52% Women, 40% Men, 8% Non-Conforming

Age:

18-34	24.9%
35-54	49.3%
55+	17.6%

LUVDOC

Audience Size: **3,461**

Unique Open Rate: 18.1%

Unique Click Through: 0.9%

53% W, 42% M, 5% N-C

Age:

18-34	15.1%
35-54	60.6%
55+	19.5%

QMMUNITY

Audience Size: **3,718**

Unique Open Rate: 21%

Unique Click Through: 1%

55% W, 37% M, 8% N-C

Age:

18-34	17.2%
35-54	58.5%
55+	16.9%

VERDE REPORT

Audience Size: **3,721**

Unique Open Rate: 30%

Unique Click Through Rate: 2%

52% W, 36% M, 12% N-C

Age:

18-34	14.1%
35-54	58.3%
55+	15.5%

TOTAL EMAIL REACH

Audience Size: **89,051**

Unique Open Rate: 32.2%

Unique Click Through Rate: 2.7%

53% Women, 40% Men, 7% Non-Conforming

Age:

18-34	26.4%
35-54	50.5%
55+	15.4%
Other	7.7%

SOURCES: Facebook, Instagram: Meta Analytics. Twitter: Twitter Analytics. Email: Mailchimp.