

MEDIA IMPACT

Total Media Placements	3,897
Total Publicity Value	\$9,459,552
Print Placements.....	375
TV/Radio Broadcast Placements	413
Online News/Print/Radio/TV Placements.....	3,099

Provided by Cision and compete.com

SOCIAL MEDIA IMPACT

FACEBOOK (MARCH 22 – APRIL 15)

- Post reach increased 296% over 2018.
- Total post engagements: 232,888, up 227% over 2018.

TWITTER (APRIL 1-15)

- Total impressions: 821,329 (up 17% over 2018) from 841 Tweets and 9,772 mentions (+50%).
- #AGPLB hashtag trended in the top 5 nationally on April 13 and April 14, while #BUBBAGP trended nationally on April 14.
- #AGPLB trended in California all three days.

INSTAGRAM (APRIL 8-14)

- Posts generated a total of 370,703 impressions, up 76% over 2018.
- Total reach averaged 27,133 unique accounts daily, up from 10,692 in 2018.

Provided by Meltwater, Facebook Analytics, Instagram and Twitter.



DEMOGRAPHICS

Gender

Male.....	59%
Female.....	41%

0-17.....	8%
18-24.....	14%
25-34.....	28%
35-44.....	29%
45-54.....	13%
55+.....	8%

Marital Status

Married.....	52%
Single.....	48%

Education

College Graduate.....	35%
Some College.....	48%
High School.....	17%

Race

White.....	57%
Hispanic.....	26%
Asian.....	11%
African-American.....	5%
Other.....	1%

Household Income

250k+.....	9%
\$150k – 240k.....	15%
\$100k – 149k.....	27%
\$75k – 99k.....	23%
\$50k – 74k.....	21%
Under \$50k.....	5%

Some data provided by DOORSTAT (2019)

