

# NEWS 4 HD













## TUCSON

KVOA.com

## FACEBOOK ANALYTICS

## MARKET COMPETITION

FROM JULY 25, 2018-JULY 17, 2022

Page Name	Total Interactions	Interaction Rate	Avg. Posts Per Day	Views on Owned Videos	Page Followers	Growth % and #
Average Total	5.52M	0.125%	21.35	35.21M	132,539	+35.49%
 News 4 Tucson - KVOA 	11.95M	0.126%	33.99	78.21M	233,523	+55.29% +83,142
 KOLD News 13 	11.71M	0.09%	34.52	131.54M	295,891	+34.12% +75,268
 KGUN 9 On Your Side 	11.50M	0.126%	31.96	34.06M	219,077	+26.48% +45,862
 Arizona Daily Star 	3.06M	0.034%	41.65	2.44M	150,575	+5.82% +8,283
 TucsonSentinel 	416,854	0.473%	3.85	—	18,206	+39.37% +5,143
 FOX 11 Tucson	7,510	0.026%	1.97	180,245	9,453	+57.50% +3,451
 The CW Tucson	842	—	1.54	28,501	1,048	+29.86% +241

## PAGE GROWTH

FROM JUNE 17, 2019-JULY 17, 2022

### Reach

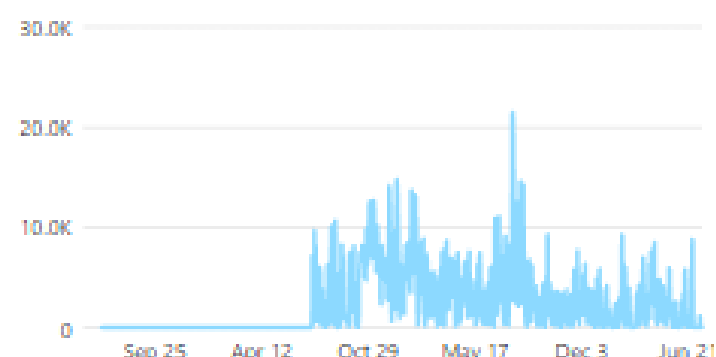
Facebook Page reach 

88,608,633 ....



Instagram reach 

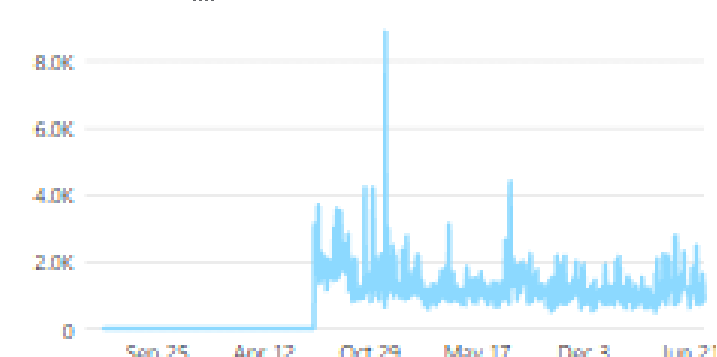
310,418 ....



### Page and profile visits

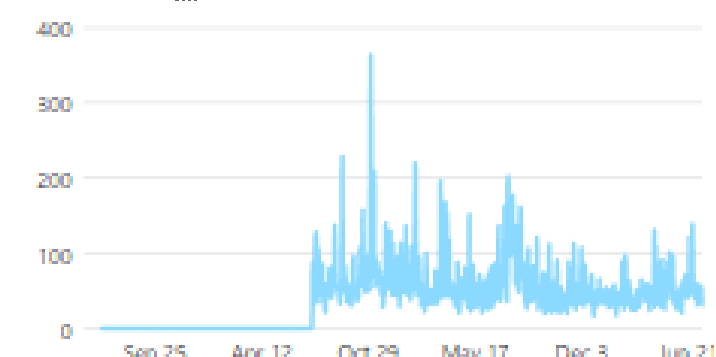
Facebook Page visits 

957,125 ....



Instagram profile visits 

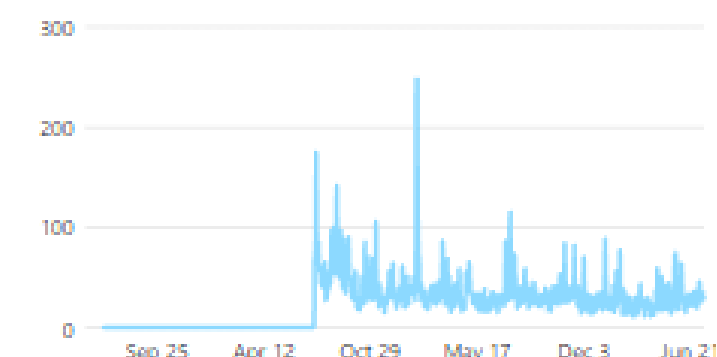
43,296 ....



### New likes and follows

Facebook Page new likes 

24,030 ....



Instagram new followers 

3,632 ....

