

SOCIAL MEDIA INDEX 2011

A SNAPSHOT OF TASMANIAN TRENDS

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Social media is redefining the way Tasmanians talk to each other. The following snapshot reveals the trends of social media usage in Tasmania, based on research conducted with 1000* adults from across the State in February 2011.

Of these, 500 were from the South, 280 were from the North and North East and 220 were from the North West and West Coast regions.

The Font Public Relations Social Media Index will be released annually to track social media trends in Tasmania.

Font provides expert strategic advice and ongoing support for Tasmanian businesses looking to communicate through social media. Contact us on (03) 6223 3333 to start your online conversation.

**This is a statistically sound representation of Tasmania's demographic profile.*

This research was conducted by Enterprise Marketing and Research Services (EMRS) Pty. Ltd.



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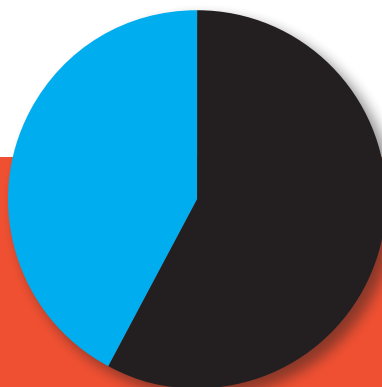
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USE OF SOCIAL MEDIA

USE OF SOCIAL MEDIA (PERCENTAGE OF RESPONDENTS)*



Of the 1000 Tasmanian adults surveyed, 58 % had used at least one form of social media in the last year.

Those groups significantly more likely to have used social media in the last year included those aged 18-44 as well as households with an annual income of \$80,000 or more.

These findings dispel the myth that people using social media have nothing better to do with their time.

Those respondents classed as “students” and “employed full time or self employed” were also much more likely to have used social media.

The bottom line is, the better educated you are, the busier you are and the more you earn, the more likely you are to use social media.

■ USER **58%**
■ NON-USER **42%**

DEMOGRAPHIC GROUP	USE OF SOCIAL MEDIA (%)*	
	USERS	NON-USERS
TOTAL	58	42
MALE	55	45
FEMALE	60	40
AGE 18-24	92	8
AGE 25-34	88	12
AGE 35-44	74	26
AGE 45-54	52	48
AGE 55-69	38	62
AGE 70 YEARS +	14	86

NOTES TO CHARTS & TABLES:

- * PERCENTAGES MAY NOT SUM TO 100% DUE TO ROUNDING
- REPRESENTS NO RESPONSES
- 0 REPRESENTS LESS THAN 0.5% OF RESPONSES

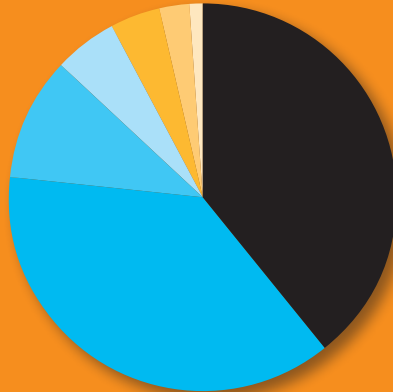


FACEBOOK

Facebook is a social networking site that connects friends, families, companies and brands. It is currently the most used social networking site in Tasmania.

One-tenth (10%) of respondents claimed that they used Facebook "more than once a day", nearly one-fifth (18%) mentioned "daily", while 13% claimed they used it "weekly". Overall, Facebook was used by 41% of respondents at least weekly.

SOCIAL MEDIA PLATFORM USAGE (PERCENTAGE OF RESPONDENTS)*



FACEBOOK	46%
YOUTUBE	44%
BLOGS	12%
TWITTER	6%
FLICKR	5%
LINKEDIN	3%
FOURSQUARE	1%

DEMOGRAPHIC GROUP	FREQUENCY OF USE OF FACEBOOK (%)*					
	MORE THAN ONCE A DAY	DAILY	WEEKLY	MONTHLY	LESS THAN MONTHLY	NEVER
TOTAL	10	18	13	4	1	54
MALE	8	17	11	3	1	59
FEMALE	12	20	14	5	1	49
AGE 18-24	35	37	17	-	-	12
AGE 25-34	19	29	20	7	3	23
AGE 35-44	10	25	12	10	3	41
AGE 45-54	3	14	14	4	2	63
AGE 55-69	2	10	10	3	1	74
AGE 70 +	1	2	2	1	2	93

TWITTER



Twitter is a social networking and microblogging service that allows users to send short, 140 character messages to friends or 'followers'.

The majority (94%) of respondents had never used Twitter. Those that had used it were more likely to have done so within the last month (5%).

This research suggests that Twitter is attractive to a more mature market with both the 25-34 and the 35-44 demographics recording higher usage than the 18-24 set. Anecdotal evidence tends to suggest that thought leaders, networkers and early adopters make up the current population active on Twitter in Tasmania.

DEMOGRAPHIC GROUP	FREQUENCY OF USE OF TWITTER (%)*					
	MORE THAN ONCE A DAY	DAILY	WEEKLY	MONTHLY	LESS THAN MONTHLY	NEVER
TOTAL	1	1	2	1	0	94
MALE	1	2	3	1	0	93
FEMALE	1	0	1	1	1	96
AGE 18-24	2	-	7	-	-	92
AGE 25-34	2	5	2	2	2	88
AGE 35-44	1	1	3	3	2	91
AGE 45-54	1	1	1	1	1	95
AGE 55-69	-	0	-	0	0	98
AGE 70 +	-	-	1	-	-	99

LINKEDIN



LinkedIn is a business-orientated social networking site allowing members to network with potential clients and colleagues and promote their expertise to relevant sectors.

Nearly all respondents (97%) had never used LinkedIn. Those that had used it were more likely to have done so within the last month (2%).

DEMOGRAPHIC GROUP

- TOTAL**
- MALE**
- FEMALE**
- AGE 18-24**
- AGE 25-34**
- AGE 35-44**
- AGE 45-54**
- AGE 55-69**
- AGE 70 +**

YouTube is a video sharing website where users can upload and share videos.

One-tenth (10%) of respondents claimed that they used YouTube at least “daily”, nearly one-fifth (18%) mentioned “weekly”, while 11% claimed they used it “monthly”. Overall, YouTube was used by 38% of respondents at least monthly.

YouTube is utilised by many across a number of platforms in Tasmania and while most would not consider it a social network in itself, it facilitates the need to have a base from which to upload and share video across other social networks.

DEMOGRAPHIC GROUP	FREQUENCY OF USE OF YOUTUBE (%)*					
	MORE THAN ONCE A DAY	DAILY	WEEKLY	MONTHLY	LESS THAN MONTHLY	NEVER
TOTAL	2	8	18	11	6	56
MALE	3	10	21	11	3	52
FEMALE	1	5	15	11	8	60
AGE 18-24	8	22	28	20	5	17
AGE 25-34	4	16	28	13	7	33
AGE 35-44	-	6	25	16	10	44
AGE 45-54	1	5	14	11	7	61
AGE 55-69	0	3	12	6	5	75
AGE 70 +	-	1	4	2	1	92

FREQUENCY OF USE OF LINKEDIN (%)*					
MORE THAN ONCE A DAY	DAILY	WEEKLY	MONTHLY	LESS THAN MONTHLY	NEVER
0	1	1	1	0	97
-	1	1	1	1	96
-	0	0	1	0	99
-	-	-	-	2	98
-	2	1	4	1	92
-	1	1	1	1	96
-	1	1	-	1	97
-	-	-	-	1	99
-	-	-	-	-	100



DEMOGRAPHIC GROUP

TOTAL

MALE

FEMALE

AGE 18-24

AGE 25-34

AGE 35-44

AGE 45-54

AGE 55-69

AGE 70 +

FOURSQUARE

foursquare is a location-based social networking website that allows users to 'check in' to locations and find nearby business specials, places of interest and tourism tips, among other things.

Less than 1% of all respondents had used foursquare (all at least monthly) while the remaining respondents (99%) claimed they had never used it.

BLOGS



A **blog** is a type of website or part of a website, usually maintained by an individual with regular entries of commentary, descriptions of events or other materials on a single topic. Most blogs attempt to create two-way conversation allowing readers to comment and share thoughts on the topic of discussion.

The majority of all respondents (88%) had never used blogs. Those that had used them were more likely to have done so within the last month (10%).

DEMOGRAPHIC GROUP	FREQUENCY OF USE OF BLOGS (%)*					
	MORE THAN ONCE A DAY	DAILY	WEEKLY	MONTHLY	LESS THAN MONTHLY	NEVER
TOTAL	1	3	4	3	1	88
MALE	1	3	4	3	1	88
FEMALE	0	2	4	3	1	89
AGE 18-24	-	3	8	5	2	82
AGE 25-34	2	2	2	3	1	82
AGE 35-44	1	4	4	2	4	86
AGE 45-54	1	3	3	4	3	88
AGE 55-69	1	1	1	4	0	93
AGE 70 +	-	1	1	1	-	98

FREQUENCY OF USE OF FOURSQUARE (%)*					
MORE THAN ONCE A DAY	DAILY	WEEKLY	MONTHLY	LESS THAN MONTHLY	NEVER
0	0	0	0	0	99
0	-	0	0	-	99
-	0	0	0	-	99
2	-	-	-	-	98
-	1	1	0	-	99
-	-	1	-	-	100
-	-	-	1	-	100
-	-	-	-	-	100
-	-	-	1	-	99

FLICKR



Flickr is an image and video sharing/hosting website.

Nearly all respondents (95%) stated they have never used Flickr. Those that had used it were most likely to say they had used it 'monthly' (2%).

DEMOGRAPHIC GROUP	FREQUENCY OF USE OF FLICKR (%)*					
	MORE THAN ONCE A DAY	DAILY	WEEKLY	MONTHLY	LESS THAN MONTHLY	NEVER
TOTAL	0	1	1	2	3	95
MALE	0	1	1	1	1	96
FEMALE	-	1	1	3	2	94
AGE 18-24	-	2	2	5	4	88
AGE 25-34	-	1	2	3	1	94
AGE 35-44	1	1	-	1	5	94
AGE 45-54	-	-	1	2	3	95
AGE 55-69	0	1	-	0	1	97
AGE 70 +	-	0	1	1	-	99

KEY REASONS FOR USING SOCIAL MEDIA

KEY REASONS FOR USING SOCIAL MEDIA (PERCENTAGE OF RESPONDENTS)*



Three quarters of respondents (75%) who use social media stated that they did so to “stay connected with family and friends”. Other major reasons for using social media included “sharing files” (39%), “keeping up-to-date with current affairs or topics of interest” (36%), “instant messaging” (30%) and “organising social life” (30%).

Other reasons for using social media included “joining fan clubs and interest groups” and for “work purposes”, both mentioned by 17% of those who use social media.

- STAYING CONNECTED WITH FAMILY AND FRIENDS **75%**
- SHARING FILES (VIDEO AND PICTURES) **39%**
- KEEPING UP-TO-DATE WITH CURRENT AFFAIRS OR TOPICS OF INTEREST **36%**
- INSTANT MESSAGING AND BROADCASTING CURRENT STATUS **30%**
- ORGANISING SOCIAL LIFE **30%**
- JOINING FAN CLUBS OR PROTEST/INTEREST GROUPS **17%**
- WORK PURPOSES **17%**
- ENTERTAINMENT/TO RELAX **2%**
- LISTENING TO MUSIC **1%**
- UNSURE **2%**

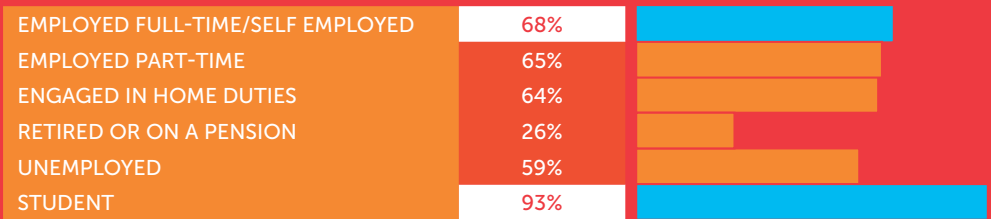
DEMOGRAPHIC GROUP	KEY REASONS FOR USING SOCIAL MEDIA BY DEMOGRAPHIC GROUP (%)*									
	STAYING CONNECTED WITH FAMILY AND FRIENDS	SHARING FILES (VIDEO AND PICTURES)	KEEPING UP-TO-DATE WITH CURRENT AFFAIRS OR TOPICS OF INTEREST	INSTANT MESSAGING AND BROADCASTING CURRENT STATUS	ORGANISING SOCIAL LIFE	JOINING FAN CLUBS OR PROTEST/INTEREST GROUPS	WORK PURPOSES	ENTERTAINMENT/TO RELAX	LISTENING TO MUSIC	UNSURE
TOTAL	75	39	36	30	30	17	17	2	1	2
MALE	68	40	41	29	28	19	17	3	1	1
FEMALE	82	39	31	32	32	16	17	2	1	1
AGE 18-24	91	53	42	53	60	33	20	-	-	-
AGE 25-34	83	37	37	37	41	16	13	1	-	-
AGE 35-44	73	45	37	28	24	21	17	1	1	1
AGE 45-54	66	24	25	13	12	11	26	4	2	2
AGE 55-69	65	36	36	20	11	5	12	4	1	1
AGE 70 +	46	32	37	9	-	5	5	9	-	-

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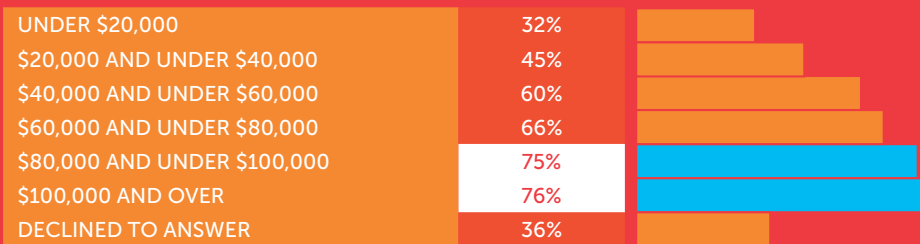
The popular perception that people using social media have nothing better to do couldn't be further from the truth in Tasmania.

The following exclusive results from the Font Public Relations Social Media Index 2011 reveal that in fact the busier you are, the more educated you are and the more you earn, the more likely you are to be engaged in social media.

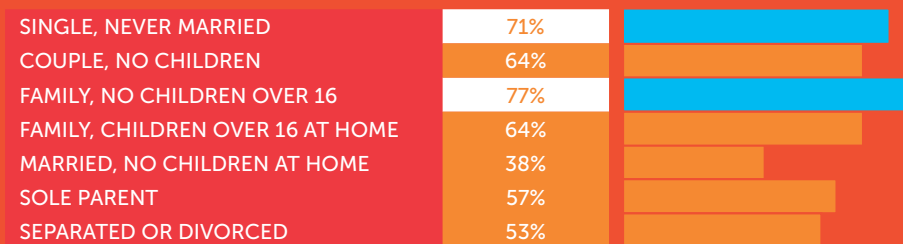
USE OF SOCIAL MEDIA BY EMPLOYMENT STATUS



USE OF SOCIAL MEDIA BY HOUSEHOLD INCOME



USE OF SOCIAL MEDIA BY MARITAL STATUS



In Tasmania, use of social media is well spread across the State, highlighting that this form of media reaches people everywhere and is a timely and effective way to communicate and connect with communities.

USE OF SOCIAL MEDIA BY REGION

