

MOST ACTIVE DAY FOR USING SOCIAL MEDIA



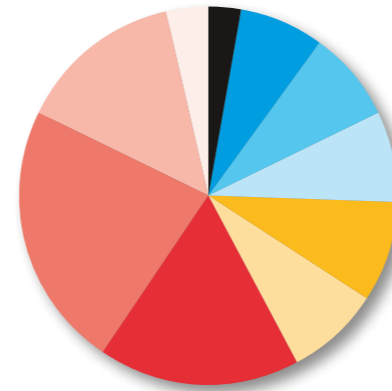
MOST ACTIVE DAY FOR USING SOCIAL MEDIA
(PERCENTAGE OF RESPONDENTS WHO SPECIFIED A PARTICULAR DAY)

MONDAY	14%
TUESDAY	4%
WEDNESDAY	10%
THURSDAY	4%
FRIDAY	15%
SATURDAY	31%
SUNDAY	23%

After excluding those respondents who answered unsure (15%) or no particular day (42%), Saturday was the most popular day for social media activity (31%).

83% of those surveyed who specified a particular day where they were most active nominated a day between Friday and Monday, with Tuesday (4%) and Thursday (4%) the least active days.

TIME OF DAY FOR USING SOCIAL MEDIA

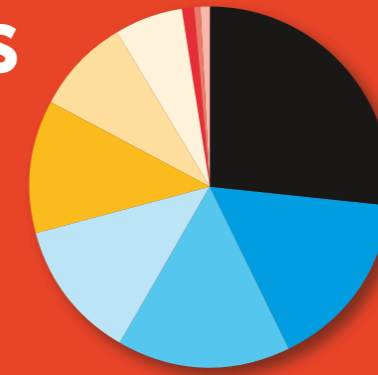


TIME OF DAY FOR USING SOCIAL MEDIA
(PERCENTAGE OF RESPONDENTS WHO USE SOME FORM OF SOCIAL MEDIA)

EARLIER THAN 6AM	7%
BETWEEN 6AM AND 8AM	18%
BETWEEN 8AM AND 10AM	20%
BETWEEN 10AM AND 12PM	19%
BETWEEN 12PM AND 2PM	22%
BETWEEN 2PM AND 4PM	20%
BETWEEN 4PM AND 7PM	43%
BETWEEN 7PM AND 9PM	57%
9PM OR LATER	35%
UNSURE	9%

Interestingly, those surveyed who were classed as engaged in home duties were far more likely to use social media earlier than 6am (24%) than other demographic groups, while those aged 18-24 were more likely than all other age groups to use social media between 4pm and 7pm (59%).

KEY REASONS FOR USING SOCIAL MEDIA



KEY REASONS FOR USING SOCIAL MEDIA
(PERCENTAGE OF RESPONDENTS WHO USE SOME FORM OF SOCIAL MEDIA)

STAYING CONNECTED WITH FAMILY AND FRIENDS	80%	(75)
SHARING FILES (VIDEO, PICTURES)	48%	(39)
KEEPING UP-TO-DATE WITH CURRENT AFFAIRS OR TOPICS OF INTEREST	47%	(36)
INSTANT MESSAGING AND BROADCASTING CURRENT STATUS	37%	(30)
ORGANISING SOCIAL LIFE	36%	(30)
WORK PURPOSES	26%	(17)
JOINING FAN CLUBS OR PROTEST/ INTEREST GROUPS	18%	(17)
ENTERTAINMENT/TO RELAX	3%	(2)
LISTENING TO MUSIC	1%	(1)
UNSURE	3%	(2)

Over three-quarters of respondents (80%, compared to 75% in February 2011) who use social media stated that they do so to "stay connected with family and friends".

Other major reasons for using social media included "sharing files" (48%, compared to 39% in 2011), "keeping up-to-date with current affairs or topics of interest" (47%, compared to 36% in 2011), "instant messaging" (37%, compared to 30% in 2011) and "organising social life" (36%, compared to 30% in 2011).

Other reasons for using social media included "work purposes" with 26% of respondents who use social media mentioning this (an increase of 9% since February 2011) and "joining fan clubs or protest/ interest groups", mentioned by 18% of respondents.

2011 RESULTS IN BRACKETS ()

FONTSOCIAL

SOCIAL MEDIA INDEX 2012

A SNAPSHOT OF TASMANIAN TRENDS



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 2012.

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 is 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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YOUTUBE



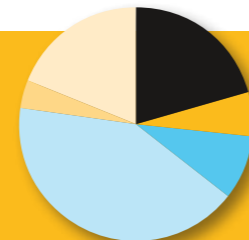
YouTube is a video sharing website where users can upload and share videos.

One-tenth (11%) of respondents claimed that they use YouTube at least "daily", nearly one-fifth (19%) mentioned "weekly", while 12% claimed they used it "monthly". Overall, YouTube was used by 42% of respondents at least monthly.

DEMOGRAPHIC GROUP	FREQUENCY OF USE OF YOUTUBE IN 2012 (%)*					
	MORE THAN ONCE A DAY	DAILY	WEEKLY	MONTHLY	LESS THAN MONTHLY	NEVER
TOTAL	3 (2)	8 (8)	19 (18)	12 (11)	5 (6)	53 (56)
MALE	3 (3)	10 (10)	19 (21)	11 (11)	4 (3)	54 (52)
FEMALE	2 (1)	7 (5)	18 (15)	14 (11)	6 (8)	53 (60)
AGE 18-24	14 (8)	29 (22)	35 (28)	11 (20)	- (5)	11 (17)
AGE 25-34	3 (4)	10 (16)	29 (28)	23 (13)	10 (7)	26 (33)
AGE 35-44	3 (-)	7 (6)	19 (25)	20 (16)	9 (10)	42 (44)
AGE 45-54	1 (1)	6 (5)	22 (14)	13 (11)	5 (7)	54 (61)
AGE 55-69	0 (0)	4 (3)	10 (12)	6 (6)	4 (5)	75 (75)
AGE 70 +	- (-)	1 (1)	3 (4)	2 (2)	- (1)	94 (92)

2011 RESULTS IN BRACKETS ()

ACCESSING SOCIAL MEDIA AT WORK



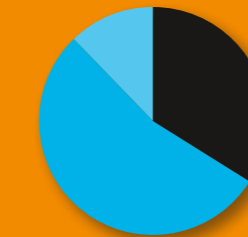
ACCESSING SOCIAL MEDIA AT WORK
(% OF RESPONDENTS WHO USE SOME FORM OF SOCIAL MEDIA)

YES - BOTH	21%
YES - BUSINESS ONLY	6%
YES - PERSONAL ONLY	9%
NO	42%
UNSURE	4%
N/A - DON'T WORK	19%

36% of respondents who use some form of social media stated that they are permitted to access social media platforms at work.

After excluding those respondents who don't work, 44% were permitted to access social media platforms at work, 51% were not permitted to do so, while 5% were unsure.

WRITTEN SOCIAL MEDIA POLICY AT WORK



WRITTEN SOCIAL MEDIA POLICY AT WORK
(% OF RESPONDENTS WHO USE SOME FORM OF SOCIAL MEDIA)

YES	34%
NO	54%
UNSURE	12%

More than half of the respondents (54%) who were asked this question stated that their place of employment did not have a written social media policy. 34% responded that they did have a written social media policy while the remaining 12% were uncertain.

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USE OF SOCIAL MEDIA



USE OF SOCIAL MEDIA IN 2012
(PERCENTAGE OF RESPONDENTS)*

2012
 ■ USER **61%** (58)
 ■ NON-USER **39%** (42)
 2011 RESULTS IN BRACKETS ()

DEMOGRAPHIC GROUP (n=1000)	USE OF SOCIAL MEDIA (%)*	
	USERS	NON-USERS
TOTAL	61 (58)	39 (42)
MALE	58 (55)	42 (45)
FEMALE	64 (60)	36 (40)
AGE 18-24	95 (92)	6 (8)
AGE 25-34	92 (88)	8 (12)
AGE 35-44	78 (74)	22 (26)
AGE 45-54	64 (52)	36 (48)
AGE 55-69	37 (38)	63 (62)
AGE 70 YEARS +	15 (14)	85 (86)

2011 RESULTS IN BRACKETS ()

Of the 1000 Tasmanian adults surveyed in February 2012, 61% mentioned that they had used at least one form of social media in the last year (compared to 58% in February 2011). The remaining 39% have not used any form of social media in the same period.

Those groups more likely to have used social media in the last year included those aged 18-44, households including families with no children over 16, families with children over 16 still at home, as well as those households with an annual income of \$80,000 or more.

The social media trend continues to rise in Tasmania as it seems we, like the rest of Australia, are finding increasing value in it.

It is only a matter of time before the word 'new' is dropped and these social or new media tools become simply known as 'media.'

NOTES TO CHARTS & TABLES:

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



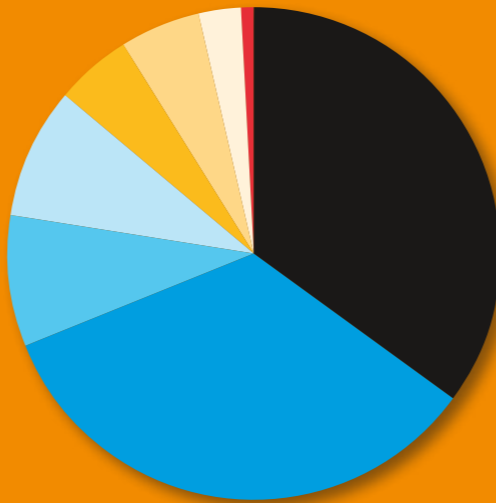
FACEBOOK

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

One-tenth (11%) of respondents claimed that they used Facebook "more than once a day", more than one-fifth (22%) mentioned "daily", while 11% claimed they used it "weekly". Overall, Facebook was used by 44% of respondents at least weekly (up from 41% in 2011).

DEMOGRAPHIC GROUP	FREQUENCY OF USE OF FACEBOOK IN 2012 (%)*					
	MORE THAN ONCE A DAY	DAILY	WEEKLY	MONTHLY	LESS THAN MONTHLY	NEVER
TOTAL	11 (10)	22 (18)	11 (13)	3 (4)	2 (1)	51 (54)
MALE	11 (8)	20 (17)	9 (11)	2 (3)	2 (1)	56 (59)
FEMALE	12 (12)	24 (20)	13 (14)	3 (5)	1 (1)	46 (49)
AGE 18-24	34 (35)	47 (37)	10 (17)	1 (-)	- (-)	8 (12)
AGE 25-34	23 (19)	42 (29)	13 (20)	5 (7)	4 (3)	13 (23)
AGE 35-44	13 (10)	22 (25)	17 (12)	5 (10)	5 (3)	41 (41)
AGE 45-54	6 (3)	19 (14)	13 (14)	3 (4)	2 (2)	58 (63)
AGE 55-69	2 (2)	11 (10)	10 (10)	2 (3)	1 (1)	75 (74)
AGE 70 +	1 (1)	4 (2)	3 (2)	1 (1)	2 (2)	90 (93)

2011 RESULTS IN BRACKETS ()



SOCIAL MEDIA PLATFORM USAGE
(PERCENTAGE OF RESPONDENTS)*

■ FACEBOOK **49%** (46)
 ■ YOUTUBE **47%** (44)
 ■ BLOGS **12%** (12)
 ■ GOOGLE + **12%** (na)
 ■ TWITTER **7%** (6)
 ■ LINKEDIN **7%** (3)
 ■ FLICKR **4%** (5)
 ■ FOURSQUARE **1%** (1)
 2011 RESULTS IN BRACKETS ()

TWITTER



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

The majority (93%) of respondents had never used *Twitter*. This is a very similar result to February 2011 with no significant change seen in the last 12 months.

What we have observed here is an increase in the number of news outlets and journalists across the State using the medium to break stories.

DEMOGRAPHIC GROUP	FREQUENCY OF USE OF TWITTER IN 2012 (%)*					
	MORE THAN ONCE A DAY	DAILY	WEEKLY	MONTHLY	LESS THAN MONTHLY	NEVER
TOTAL	1 (1)	1 (1)	2 (2)	2 (1)	1 (0)	93 (94)
MALE	1 (1)	1 (2)	3 (3)	1 (1)	2 (0)	93 (93)
FEMALE	1 (1)	2 (0)	1 (1)	2 (1)	1 (1)	93 (96)
AGE 18-24	1 (2)	1 (-)	6 (7)	3 (-)	- (-)	89 (92)
AGE 25-34	4 (2)	5 (5)	3 (2)	6 (2)	2 (2)	81 (88)
AGE 35-44	2 (1)	2 (1)	3 (3)	1 (3)	3 (2)	91 (91)
AGE 45-54	1 (1)	0 (1)	1 (1)	1 (1)	2 (1)	96 (95)
AGE 55-69	0 (-)	0 (0)	1 (-)	- (0)	1 (0)	97 (98)
AGE 70 +	- (-)	- (-)	1 (1)	1 (-)	1 (-)	97 (99)

2011 RESULTS IN BRACKETS ()

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.

The vast majority of respondents (93% compared to 97% in February 2011) had never used LinkedIn. Those that had used it were more likely to have done so within the last month (6%).

While only a relatively small portion of the wider Tasmanian community is using LinkedIn, there has been growth of over 100 per cent in the past year.

DEMOGRAPHIC GROUP	FREQUENCY OF USE OF LINKEDIN IN 2012 (%)*					
	MORE THAN ONCE A DAY	DAILY	WEEKLY	MONTHLY	LESS THAN MONTHLY	NEVER
TOTAL	0 (0)	1 (1)	3 (1)	2 (1)	0 (0)	93 (97)
MALE	0 (-)	1 (1)	4 (1)	2 (1)	2 (1)	92 (96)
FEMALE	0 (-)	1 (0)	2 (0)	2 (1)	0 (0)	95 (99)
AGE 18-24	- (-)	- (-)	- (-)	- (-)	- (2)	100 (98)
AGE 25-34	2 (-)	3 (2)	1 (1)	4 (4)	1 (1)	90 (92)
AGE 35-44	- (-)	1 (1)	5 (1)	2 (1)	2 (1)	91 (96)
AGE 45-54	- (-)	1 (1)	6 (1)	2 (-)	1 (1)	90 (97)
AGE 55-69	- (-)	0 (-)	2 (-)	2 (-)	0 (1)	95 (99)
AGE 70 +	- (-)	1 (-)	1 (-)	- (-)	2 (-)	97 (100)

2011 RESULTS IN BRACKETS ()

GOOGLE PLUS



Google + (plus) is Google's answer to social networking and it was publicly launched on 20 September 2011. Using 'Hangouts' and 'Circles', the platform seeks to make it easy for users to share whatever they want with whoever they want.

All respondents were asked; *How often, if ever, do you use social media such as Google Plus?*

The majority of all respondents (88%) had never used Google Plus. Those that had used it were more likely to have done so at least weekly (9%). We expect these numbers to continue to grow as Google Plus becomes more relevant to search engine optimisation and interaction on the platform grows locally.

DEMOGRAPHIC GROUP	FREQUENCY OF USE OF GOOGLE PLUS IN 2012 (%)*					
	MORE THAN ONCE A DAY	DAILY	WEEKLY	MONTHLY	LESS THAN MONTHLY	NEVER
TOTAL	1	3	5	2	0	88
MALE	1	3	5	1	3	88
FEMALE	1	4	5	2	-	89
AGE 18-24	-	11	9	1	1	78
AGE 25-34	1	3	7	4	2	84
AGE 35-44	1	5	6	2	3	85
AGE 45-54	-	2	5	2	1	90
AGE 55-69	2	2	3	0	-	93
AGE 70 +	-	-	1	1	-	98