



**OBSIDIAN**  
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**Research Dynamics, Inc.**

**2012 MARKETING RESEARCH SURVEY OF  
SHELBY COUNTY RESIDENTS' SOCIAL MEDIA USAGE HABITS**

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## **Background and Objectives**

In May 2011, Obsidian Public Relations and Research Dynamics, Inc. conducted, to the best of their knowledge, the first comprehensive public opinion survey of the social media usage habits of Shelby County residents. Now, in May 2012, the two companies have conducted another survey to see how the social media usage habits of Shelby County residents have changed since a year ago, as well as to assess the implications of those usage habits for Memphis-area businesses.

Specific questions to be answered by this study include:

- How many Shelby County residents use social media?
- How many respondents have a computer, own a smartphone, own a tablet device? How many respondents said anyone at their place of work uses a tablet device for work purposes?
- Which of various types of social media applications do respondents use on a regular basis? Which social media application do respondents use most often?
- How often do respondents visit social media sites?
- How do respondents more often access social media?
- How many respondents said the opportunity to win something for free is enough to make them want to follow a brand or company on social media? If so, how many would then unfollow or hide that brand or company after the giveaway contest is over?
- How many respondents ever use hashtags? If so, do they ever look up discussions based on hashtags?
- Which Memphis-area news outlets do respondents follow on social media sites?

## Methodology

- A total of 202 random telephone interviews were conducted in Shelby County, Tennessee.
- Respondents were qualified as having used any social media site such as Facebook, Twitter, Pinterest, LinkedIn, or YouTube in the past two weeks, and being 18 years old or older.
- Interviews were conducted between April 23 and May 7, 2012.
- The margin of error for results based on the total sample of 202 respondents is +/- 7 points. This means that if all adults in Shelby County who are social media users were interviewed, in 95 out of 100 cases the results would differ by no more than 7 points in either direction from the results of the 202 respondents interviewed for this study.
- A copy of the questionnaire is appended.
- Note: The sample data were weighted in analysis to compensate for the fact that telephone surveys typically interview relatively more females and older people.

## Summary of Findings

### 1. Usage Of Social Media In Shelby County

- This year, 532 Shelby County adults were willing to participate in this survey of social media usage, with 38% of those 532 people qualified to actually participate by saying they have used a social media site such as Facebook, Twitter, Pinterest, LinkedIn, or YouTube in the past two weeks.
- The 38% past two weeks' social media usage among the Shelby County residents surveyed this year represents a five-point increase -- or 15% on a percentage basis -- from the 33% level of the 2011 survey.

### 2. Usage/Ownership Of Computers/Smartphones/Tablet Devices

- Nearly all 2012 survey participants said they **Have a computer for personal use** (98%), a clear majority **Own a smartphone** (66%), and 40% **Own a tablet device**.
- Since the 2011 survey, there were slight increases of four points and six points, respectively, in the percentage of survey participants this year who said they **Have a computer for personal use** (from 94% to 98%) or **Own a smartphone** (from 60% to 66%). There was a sizeable increase of 18 points in **Ownership of a tablet device** in this 2012 survey (to 40%, from 22% in 2011).
- In a new question for this 2012 survey, 32% of survey participants said **They or someone at their place of work uses a tablet device for work purposes**, with 68% saying **No one at their place of work uses a tablet device for work purposes**.

### 3. Specific Social Media Usage

- On a regular basis, 89% of respondents in this 2012 survey said they use **Facebook**; this was a far higher regular usage level than any of the 10 other social media applications tested. **YouTube** ranked second as a social media application respondents regularly use (54%), followed in a distant third-place by **Twitter** (24%), then **LinkedIn** (20%), and then a newcomer to the questionnaire this year, **Pinterest** (19%). At 76%, **Facebook** far outpaced the other social media applications in this year's survey when respondents were asked which social media application they use most often; **YouTube** was mentioned second-most often (11%).
- **Twitter** experienced the greatest change of any social media application since the 2011 survey in terms of respondents who said they use the application on a regular basis: the 16% of those who reported using **Twitter** on a regular basis last year increased eight points (or 50%), to 24% in this 2012 survey. Though remaining the overwhelming leader as the social media application respondents in this 2012 survey use most often, **Facebook** did see the 88% of 2011 survey respondents who said they use it most often decrease by 12 points to 76% in this 2012 survey.

### 4. Frequency Of Social Media Usage

- A combined 66% of the 2012 survey sample said they visit social media sites **At least once a day**; this was basically the same as the combined 63% of those in 2011 whose visits to social media sites took place **At least once a day**.

5. **Accessing Social Media** (Only Asked In 2012 Survey)

- A **Computer** is the way in which 61% of respondents said they more often access social media, while 32% most often access social media on a **Smartphone or Tablet**, and 7% **Equally access social media from their computer or smartphone/tablet**.

6. **Following/Unfollowing Brands** (Only Asked In 2012 Survey)

- Eighteen percent (18%) of survey participants said that the opportunity to win something for free **Is enough to make them want to follow a brand or company on social media**, with 82% saying this opportunity would **Not be enough to make them want to follow a brand or company on social media**.
- About as many of those respondents who said the opportunity to win something for free is enough to make them want to follow a brand or company on social media said they **Would unfollow or hide the brand or company after the giveaway contest is over** (45%) as said they would **Not unfollow or hide the brand or company after the giveaway contest is over** (55%).

7. **Use Of Hashtags** (Only Asked In 2012 Survey)

- Approximately one in five respondents said they **Use hashtags** (19%), while 81% **Don't use hashtags**.
- Among those survey participants who use hashtags, 37% reported **Looking up discussions based on hashtags**, as compared to 63% who said they **Don't look up discussions based on hashtags**.

## 8. Memphis-Area News Outlets Followed On Social Media Sites

- Of nine Memphis-area news outlets tested for the degree to which respondents follow, keep up with, or read them on social media sites, three were named somewhat more often than the others: **WREG-TV Channel 3** (34%), **WMC-TV Channel 5** (31%), and The Commercial Appeal (27%).
- None of the eight news outlets that were included in both the 2011 and 2012 surveys saw an increase this year in the percentage of respondents who said they follow, keep up with, or read them on social media sites. The largest decrease was for The Commercial Appeal, which saw the 33% of 2011 survey participants who said they follow, keep up with, or read the publication on social media sites decrease by six points, to 27%, in this 2012 survey.

## Conclusions

1) Shelby County Social Media Usage. This 2012 survey of Shelby County social media usage found that 38% of the county's adults reported having used a social media site such as Facebook, Twitter, Pinterest, LinkedIn, or YouTube in the past two weeks. In last year's survey, 33% of Shelby County adults said they had used a social media site in the past two weeks.

To be sure, the increase in Shelby County social media usage from 33% last year, to 38% this year, may not be as impressive as would be expected. However, a couple of points should be kept in mind.

First, an increase in social media usage from 33% to 38% does represent a respectable 15% increase on a percentage basis.

Secondly, in last year's survey, when respondents were asked which social media application they use most often, Facebook was dominant, being named by 88% of those surveyed. Given that 88% of respondents said they most often use Facebook in last year's survey, there was not a lot of room to increase the level of usage of Facebook in this 2012 survey, nor, since Facebook represented so much of the social media usage of respondents in last year's survey, was there a lot to build on from last year's survey results in terms of the other social media applications having a sizeable following that would then potentially raise overall social media usage more than the five points it increased this year.

The remainder of these Conclusions will look at the implications of other survey results as they relate to the state of social media usage among Shelby County adults in 2012.

2) Tablets. Survey participants were asked if they Have a computer for personal use, Own a smartphone, or Own a tablet device.

In this 2012 survey, almost all respondents said they Have a computer for personal use and about two-thirds of respondents reported Owning a smartphone. The percentage of the survey sample that Has a computer for personal use or Owns a smartphone increased slightly since the 2011 survey.

However, the 22% of survey participants last year who said they Own a tablet device increased substantially in this 2012 survey, to 40%.

The sizeable increase in Ownership of a tablet device would seem to suggest that businesses leverage that popularity by highlighting their iPad (and other tablet device) apps in advertising, marketing, and communications messages, as well as consider holding contests that would include an iPad (or other tablet device) as a prize.

3) Contests. Speaking of contests, a new question for this 2012 survey asked respondents if the opportunity to win something for free would be enough to make them want to follow a brand or company on social media. Eighteen percent (18%) of those surveyed said that the opportunity to win something for free Is enough to make them want to follow a brand or company on social media.

So, when it comes to contests as a way for a company to gain followers, there is great potential to increase their viability with consumers in Shelby County. In addition, since only 18% of respondents in this survey said the opportunity to win something for free Is enough to make them want to follow a brand or company on social media, it may be necessary for companies to more frequently make use of such contests in order to make more people aware such contests exist.

4) Social Media Applications Vs. News Outlets. Nine social media applications were tested for respondent usage in both the 2011 and 2012 surveys. Of these nine applications, five saw an increase since last year in the percentage of survey participants who said they use them on a regular basis. On the other hand, there were eight Memphis-area news outlets that respondents in the two surveys were asked whether they follow, keep up with, or read on social media sites. Of these eight news outlets, none saw an increase in mentions this year.

What the above-mentioned results may be suggesting is that usage of social media applications in general (e.g., Facebook) is continuing to increase, albeit modestly (as we saw with the overall increase in past two weeks' social media usage from 33% in 2011, to 38% in this 2012 survey). However, when it comes to the social media sites of Memphis-area news outlets, it appears that some people are visiting those news outlets' general web sites as those sites become increasingly popular sources of news and information, but perhaps are not visiting those news outlets' social media sites; indeed, this sentiment was expressed by several survey participants.

Therefore, Memphis-area news outlets may want to consider more specific promotion of their social media sites (separately from promotion of their general web sites), perhaps including holding contests that would be featured exclusively on those social media sites, as a way to increase the number of people visiting the news outlets' social media sites, not just their web sites in general. In addition, Memphis-area news outlets may want to more prominently include links to their social media sites on their web sites and in search engine results as another way to increase visits to those social media sites apart from general web site visits.

5) Facebook. We've already touched on Facebook's dominance again this year as the social media application used far more often than any of the other sites tested in this survey. About nine in ten respondents in this 2012 survey, 89%, said they use Facebook on a regular basis. Though this score is down five points from the 94% usage of 2011, Facebook still holds a 35-point lead over second-place YouTube (54%) as a social media application 2012 survey participants regularly use.

As far as the social media application respondents use most often, 76% of 2012 respondents said Facebook is their primary social media application. Though a decrease of 12 points from its 88% level in 2011 as the social media application respondents use most often, this year's 76% primary usage score for Facebook continues to be far higher than the second-place application, YouTube, which 11% of those surveyed this year said they visit most often.

Clearly then, businesses should continue to make Facebook a focal point of their social media strategy, given that most of their customers and potential customers (as measured by this survey) use Facebook.

6) YouTube. Once again this year, as was the case last year, YouTube ranked a solid second-place (out of 11 applications tested) as a social media application respondents said they regularly use. Over half of those surveyed, 54%, use YouTube on a regular basis; this is up six points from a 48% usage level in the 2011 survey. And, the percentage of survey participants who named YouTube as the application they use most often increased three points in this 2012 survey, to 11%, from 8% in 2011; as in the results for usage on a regular basis, YouTube also ranked second-place in the primary usage category (though far below Facebook's 76%, and only slightly above third-place Twitter, at 9%).

With its video emphasis that is unique among social media platforms and likely explains its popularity, YouTube should definitely be a part of businesses' social media strategy, whether it be having their own YouTube channels with web site links, or simply incorporating more video on their web sites and social media applications.

- 7) Twitter. The two social media applications we have just discussed, Facebook and YouTube, maintained their strong usage scores from the 2011 survey to this 2012 survey. However, one application saw its usage scores increase noticeably this year: Twitter. In reporting last year's survey findings, we commented that Twitter's 16% regularly use score and 2% primary usage score seemed low given how pervasive Twitter was becoming as a social media application. This potential for an increase in Twitter usage among Shelby County social media users appears to have been realized in this 2012 survey, as there was a 50% increase in usage of Twitter on a regular basis (from 16% in 2011, to 24% this year). The increase in those who said Twitter is the social media application they use most often saw an even more impressive gain, increasing from just 2% last year, to 9% this year and within two points of second-place YouTube (11%). As an industry, there is no denying that social media is becoming an increasingly more important part of businesses' advertising, marketing, and communications efforts. Within the general social media universe, the results of this 2012 Shelby County social media usage survey indicate that Twitter is the individual application making the biggest inroads on an incremental basis, and, because of this, Memphis-area businesses should make sure they have a presence on, and are active participants in, Twitter.
- On a related note, there also appears to be an opportunity for local businesses to become known for taking a leadership role in educating the public about the value of the hashtags found on Twitter, which just 19% of 2012 survey participants said they use.

## DETAILED FINDINGS

### How Many Shelby County Adults Have Used Social Media In The Past Two Weeks?

- To qualify to participate in this survey, potential respondents had to say they have used any social media site such as Facebook, Twitter, Pinterest, LinkedIn, or YouTube in the past two weeks.

#### 2012 Results

- In addition to the 202 people asked the remaining survey questions by virtue of reporting they had used social media in the past two weeks, 330 potential respondents in this 2012 survey otherwise willing to participate in the survey were not asked the remaining questions because they said they had not used social media in the past two weeks.
- Therefore, it could be said that, of the 532 potential respondents contacted for possible qualification to take part in this 2012 survey who were willing to participate, 38% were social media users. Or, stated another way, 38% of Shelby County adults are social media users (within a margin of error of no more than +/-7 points).

#### 2011 Vs. 2012

- This 2012 survey saw a five-point increase since 2011 in the percentage of Shelby County residents who are social media users (from 33% to 38%). On a percentage basis, this represents a 15% increase in Shelby County social media usage (as measured by this survey) from 2011 to 2012.

	<u>2011</u> (612)	<u>2012</u> (532)
<u>Potential Respondents Who Use Social Media</u>		
Yes, Used social media in the past two weeks	33%	38%
No, Haven't used social media in the past two weeks	67	62

## How Many Respondents Have A Computer For Personal Use, Own A Smartphone, Own A Table Device?

- The remaining survey questions were only asked of the 202 social media users. First, three consecutive questions asked respondents if they **Have a computer for personal use**, or **Own a smartphone**, such as an iPhone, Android, or Blackberry, or **Own a tablet device**, such as an iPad, Xoom, or Nook.

### 2012 Results

- This year, all but a few respondents said they **Have a computer for personal use (98%)**, while about two-thirds **Own a smartphone (66%)**, and four in ten **Own a tablet device (40%)**. Thirty-one percent (31%) of this year’s survey sample said they **Have a computer for personal use, Own a smartphone, and Own a tablet device**.

### 2011 Vs. 2012

- Though there was little room to improve upon the 94% level of the 2011 survey, the percentage of respondents who **Have a computer for personal use** increased four points, to 98%, this year. **Ownership of a smartphone** experienced a similarly sized increase, six points, to 66% in this 2012 survey, from 60% in 2011.
- There was a substantial increase in this 2012 survey in the percentage of respondents who said they **Own a tablet device**, a near double from 22% in 2011, to 40% this year.

<u>Have/Own?</u>	<u>2011</u> (202)	<u>2012</u> (202)
Have a computer for personal use	94%	98%
Own a smartphone	60	66
Own a tablet device	22	40
Have/own all three of these	16	31

**If They Are Employed Outside The Home, How Many Respondents Said They Or Anyone At Their Place Of Work Uses A Tablet Device For Work Purposes?**

**- Only Asked In 2012 Survey -**

- In a new question for this 2012 survey, those respondents who said they are employed outside the home were asked if they or anyone at their place of work uses a tablet device for work purposes.
- About one-third of respondents said **They or someone at their place of work uses a tablet device for work purposes (32%)**, while about two-thirds said **No one at their place of work uses a tablet device for work purposes (68%)**.

	<u>Total</u> (202)
<u>Use Tablet Device For Work Purposes?</u>	
Yes, Use tablet device for work purpose	32%
No, Don't use tablet device for work purposes	68

## How Many Respondents Use Various Specific Social Media On A Regular Basis? Which Social Media Site Do Respondents Use Most Often?

- Next, social media users were read a list of 11 social media applications, and asked which of the 11 they use on a regular basis and use most often. This year, Pinterest and Tumblr were added to the questionnaire. Results are shown on the next page.

### 2012 Results

- The vast majority of respondents this year, 89%, said they use **Facebook** on a regular basis, with **YouTube**, at 54%, being the only other social media application tested that more than 24% of survey participants use. On a regular basis, 24% of those surveyed said they use **Twitter**, good for third-place among the 11 applications, followed by **LinkedIn** (20%) and **Pinterest** (19%), which is fairly notable in that it ranked fifth in usage despite not being on the 2011 questionnaire.
- About three-fourths of respondents in this 2012 survey, 76%, said **Facebook** is the social media application they use most often. **YouTube** (11%) and **Twitter** (9%) were the only other applications that more than 2% of the survey sample this year said they use most often.

### 2011 Vs. 2012

- While still holding a large 35-point lead over **YouTube**, there was a slight five-point decrease in regular usage of **Facebook** this year (from 94% in 2011, to 89% this year), while **YouTube's** score increased six points (to 54%, from 48% in 2011). As far as other social media applications that respondents reported using on a regular basis, **Twitter** experienced the largest change from the 2011 survey to this 2012 survey, an eight-point increase to 24%, from 16% last year; this represents a 50% increase in **Twitter's** regular usage score.
- The 76% of this 2012 survey sample that uses **Facebook** most often is a decrease of 12 points from its 88% score last year. However, even with this decrease, **Facebook's** primary usage is 65 points higher than the 11% of second-place **YouTube**, whose primary usage increased three points from 8% in 2011. Most of the decrease in **Facebook's** mentions as the social media application respondents use most often appears to have shifted to **Twitter**, which saw its 2% 2011 primary usage score more than quadruple, to 9% this year.

(please see table on the next page)

**How Many Respondents Use Various Specific Social Media On A Regular Basis?  
Which Social Media Site Do Respondents Use Most Often?  
(continued)**

<u>Specific Social Media</u>	<u>2011</u> Use <u>Regularly</u> (202)	<u>2012</u> Use <u>Regularly</u> (202)	<u>2011</u> Use <u>Most Often</u> (202)	<u>2012</u> Use <u>Most Often</u> (202)
Facebook	94%	89%	88%	76%
YouTube	48	54	8	11
Twitter	16	24	2	9
LinkedIn	16	20	2	2
Flickr/Photobucket	14	16	-	*
Blogs	12	13	-	*
Myspace	8	5	-	*
RSS news feeds	8	5	-	*
Foursquare	5	3	-	*
Pinterest	N/A	19	N/A	2
Tumblr	N/A	4	N/A	-

N/A = Not asked.

\* = Less than 1%.

## How Frequently Do Respondents Visit Social Media Sites?

### 2012 Results

- As far as how often they visit social media sites, about one-third of 2012 survey participants combined, 34%, would be considered relatively light users (**Less than once a day**), as 15% of those surveyed said they visit social media sites only **Once a week**, with an additional 19% using social media **A few times a week**.
- The largest percentage of respondents in this 2012 survey, 31%, said they visit social media sites **Once a day**, while 12% are considered the most frequent visitors, **More than a few times a day**.

### 2011 Vs. 2012

- Compared to the 2011 social media visit patterns, little change, no more than two points, was seen in four of the five categories shown in the table below in this 2012 survey.
- The middle level of visitation to social media sites, **Once a day**, increased seven points in this 2012 survey, to 31%, from 24% last year.

<u>How Often Use Social Media</u>	<u>2011</u> (202)	<u>2012</u> (202)
Once a week	16%	15%
A few times a week	21	19
Once a day	24	31
A few times a day	25	23
More than a few times a day	14	12

**Do Respondents More Often Access Social Media From Their Computer,  
Smartphone Or Tablet, Or Both Equally?**

**- Only Asked In 2012 Survey -**

- A new 2012 survey question asked respondents if they more often access social media from their Computer, Smartphone or Tablet, or Both equally.
- By nearly a 2:1 margin, respondents with a specific opinion said they more often access social media from their **Computer** as opposed to on their **Smartphone or Tablet** (61% vs. 32%).
- The other 7% of survey participants said they access social media **Equally often from their computer or on their smartphone/tablet.**

	<u>Total</u> (202)
<u>More Often Access Social Media</u>	
Computer	61%
Smartphone/Tablet	32
Both Equally	7

**How Many Respondents Said The Opportunity To Win Something For Free  
Is Enough To Make Them Want To Follow A Brand Or Company On Social Media?  
If So, How Many Would Then Unfollow Or Hide That Brand Or Company  
After The Giveaway Contest Is Over?**

- Only Asked In 2012 Survey -

- Also new this year were questions asking respondents if the opportunity to win something for free is enough to make them want to follow a brand or company on social media and then would they unfollow or hide that brand or company after the giveaway is over.
- Eighteen percent (18%) of the survey sample said that the opportunity to win something for free **Is enough to make them want to follow a brand or company on social media**, while 82% said such an opportunity would **Not be enough to make them want to follow a brand or company on social media**.
- The 36 respondents who were of the opinion that the opportunity to win something for free is enough to make them want to follow a brand or company on social media were about evenly split between saying that they **Would unfollow or hide the brand or company after the giveaway contest is over** (45%) and saying they would **Not unfollow or hide the brand or company after the giveaway is over** (55%).

	<u>Total</u> (202)
<u>Opportunity To Win Something For Free Enough To Follow?</u>	
Yes, Winning something for free is enough to follow brand/company on social media	18%
No, Winning something for free is not enough to follow brand/company on social media	82
	<u>Total*</u> (36)
<u>Unfollow Or Hide After Giveaway/Contest Is Over?</u>	
Yes, Unfollow or hide brand/company after giveaway/contest is over	45%
No, Not unfollow or hide brand/company after giveaway/contest is over	55

\* Only asked of respondents who said the opportunity to win something for free is enough to make them want to follow a brand or company on social media.

**How Many Respondents Said They Ever Use Hashtags?  
If So, Do They Ever Look Up Discussions Based On Hashtags?**

- Only Asked In 2012 Survey -

- One final new question in this 2012 survey asked respondents if they ever use hashtags, and, if they do, whether or not they ever look up discussions based on hashtags.
- About one in five respondents said they **Use hashtags** (19%), while 81% **Don't use hashtags**.
- If they use hashtags, somewhat more survey participants reported that they **Don't look up discussions based on hashtags** than do **Look up discussions based on hashtags** (63% vs. 37%).

	<u>Total</u> (202)
<u>Ever Use Hashtags?</u>	
Yes, Use hashtags	19%
No, Don't use hashtags	81
	<u>Total*</u> (38)
<u>Ever Look Up Discussions Based On Hashtags?</u>	
Yes, Look up discussions based on hashtags	37%
No, Don't look up discussions based on hashtags	63

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\* Only asked of respondents who said they use hashtags.

## How Many Respondents Follow, Keep Up With, Or Read Various Memphis-Area News Outlets On Social Media Sites?

- In the final survey question, respondents were asked whether they follow, keep up with, or read various Memphis-area news outlets on social media sites. For this 2012 survey, the choice Blogs like I Love Memphis and similar blogs was added to the survey questionnaire. Results are shown in the table on the next page.

### 2012 Results

- By a slight three-point margin this year, **WREG-TV Channel 3** received the most mentions as a Memphis-area news outlet that respondents follow, keep up with, or read on social media sites (34%, vs. 31% for second-place **WMC-TV Channel 5**).
- Just over one-quarter of the survey sample, 27%, named The Commercial Appeal as a Memphis-area news outlet they follow, keep up with, or read on social media sites, followed in fourth-place among the outlets tested by **WHBQ-TV Channel 13** (18%).
- Though new to the survey this year, **Blogs like I Love Memphis and similar blogs** are followed, kept up with, or read by 11% of respondents, the same as the Memphis Flyer.

### 2011 Vs. 2012

- Notably, none of the eight Memphis-area news outlets included in both the 2011 and 2012 surveys saw an increase this year in the percentage of respondents who said they follow, keep up with, or read the outlets on social media sites. The largest decrease in mentions was for The Commercial Appeal (from 33% in 2011, to 27% in this 2012 survey).
- To further illustrate the above-mentioned finding, this 2012 survey saw an increase of eight points since the 2011 survey, from 37% to 45%, in the segment of respondents who said they **Don't follow any of the news outlets tested on social media sites**.

(please see table on the next page)

**How Many Respondents Follow, Keep Up With, Or Read  
Various Memphis-Area News Outlets On Social Media Sites?  
(continued)**

	<u>2011</u> (202)	<u>2012</u> (202)
<u>Memphis-Area News Outlets</u>		
WREG-TV Channel 3	36%	34%
WMC-TV Channel 5	35	31
<u>The Commercial Appeal</u>	33	27
WHBQ-TV Channel 13	19	18
WPTY-TV Channel 24	13	9
<u>Memphis Flyer</u>	12	11
<u>The Memphis Daily News</u>	11	8
<u>Memphis Business Journal</u>	4	4
Blogs like I Love Memphis and similar blogs	N/A	11
None of these	37	45

N/A = Not asked.

## Sample Demographic Profile

- 2012 Results -

### Respondents' Age

- The median age of the 202 social media users interviewed in this 2012 survey was **51 years old**. (Note: The median is the middle value when all values are arrayed from the lowest value to the highest value.)

### Respondents' Gender

- The survey sample was comprised of **73% Females, 27% Males**. This does not necessarily mean that Shelby County social media users are more likely to be Female than Male, but is more a reflection of the random sampling process.

<u>Respondents' Age</u>	<u>Total</u> (202)
18-24	5%
25-34	5
35-44	20
45-54	28
55-64	25
65-74	13
75 or older	4
<u>Median</u>	<u>51</u>
<u>Respondents' Gender</u>	
Female	73%
Male	27

## Appendix

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Respondent Telephone # \_\_\_\_\_

Interviewer \_\_\_\_\_

Date \_\_\_\_\_

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INTRODUCTION: Good evening, I'm \_\_\_\_\_ with Research Dynamics marketing research. We are not selling anything. We are conducting a brief marketing research survey.

1a. Have you used any social media site such as Facebook, Twitter, Pinterest, LinkedIn, or YouTube in the past two weeks?

Yes.....1 -> CONTINUE  
No.....2 -> ASK TO SPEAK TO ANY HOUSEHOLD MEMBER WHO HAS USED A SOCIAL MEDIA SITE IN THE PAST TWO WEEKS, AND TERMINATE IF NOT.

1b. Are you at least 18 years old?

Yes.....1 -> CONTINUE  
No.....2 -> ASK TO SPEAK TO ANY HOUSEHOLD MEMBER WHO IS AT LEAST 18 YEARS OLD.

2. Do you have a computer for personal use?

Yes.....1  
No.....2

3. Do you own a smartphone, such as an iPhone, Android, or Blackberry?

Yes.....1  
No.....2

4. Do you own a tablet device, such as an iPad, Xoom, or Nook?

Yes.....1  
No.....2

5. If you are employed outside the home, do you or anyone at your place of work use a tablet device for work purposes?

Yes.....1  
No.....2  
Not employed outside the home (DON'T READ).....3

6. Which of the following social media do you use on a regular basis? (READ LIST ONE AT A TIME AND CIRCLE ALL THAT APPLY.)

Facebook.....1  
Twitter.....2  
LinkedIn.....3  
MySpace.....4  
YouTube.....5  
Pinterest.....6  
Foursquare.....7  
Blogs.....8  
RSS news feeds.....9  
Photo-sharing sites like Flickr and Photobucket.....10  
Tumblr.....11

7. Of the social media I just read you, which one do you use most often? (WRITE NAME IN THE BLANK.)

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8. How frequently do you visit social media sites? Would you say...(READ ENTIRE LIST AND THEN CIRCLE ONE ONLY.)

- Once a week or less.....1
- A few times a week.....2
- Once a day.....3
- A few times a day.....4
- More than a few times a day.....5

9. Do you access social media more often from your computer, more often on your smartphone or tablet, or both equally? (CIRCLE ONE ONLY.)

- Computer.....1
- Smartphone/Tablet.....2
- Both equally.....3

10. Is the opportunity to win something for free enough to make you want to follow a brand or company on social media?

- Yes.....1
- No.....2

11. ONLY ASK IF "YES" CIRCLED IN QUESTION #10: Would you then unfollow or hide that brand or company after the giveaway contest is over?

- Yes.....1
- No.....2

12. Do you ever use hashtags?

- Yes.....1
- No.....2

13. ONLY ASK IF "YES" CIRCLED IN QUESTION #12: Do you ever look up discussions based on hashtags?

- Yes.....1
- No.....2

14. Which of the following Memphis-area news outlets do you follow, keep up with, or read on social media sites? (READ LIST ONE AT A TIME AND CIRCLE ALL THAT APPLY.)

- The Commercial Appeal.....1
- Memphis Business Journal.....2
- The Memphis Daily News.....3
- Memphis Flyer.....4
- WREG-TV Channel 3.....5
- WMC-TV Channel 5.....6
- WHBQ-TV Channel 13.....7
- WPTY-TV Channel 24.....8
- Blogs like I Love Memphis and similar blogs.....9

15. One final question: What is your age please? (WRITE AGE IN THE BLANK.)

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This completes our interview. Thank you for your cooperation.

16. INTERVIEWER DO NOT ASK. PLEASE CIRCLE:

- Male.....1
- Female.....2