

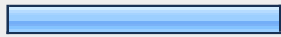
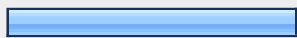

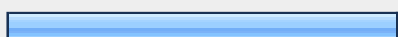
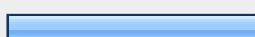
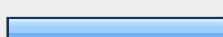
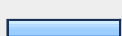
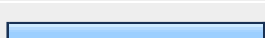
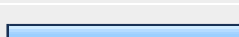
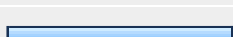
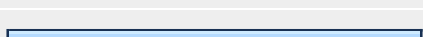
## Public Relations Industry SA (Digital Media)

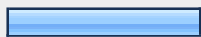
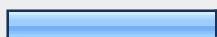
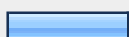


1. What is the name of the agency that you work for?		
		Response Count
		54
		<i>answered question</i> 54
		<i>skipped question</i> 22

2. How many staff members does your company currently employ in South Africa?			
		Response Percent	Response Count
1-5		42.1%	32
6-10		25.0%	19
11-20		10.5%	8
21-30		6.6%	5
31+		15.8%	12
		<i>answered question</i>	<b>76</b>
		<i>skipped question</i>	<b>0</b>

3. How long has your company been operating in South Africa?			
		Response Percent	Response Count
Less than 6 months		6.6%	5
6 months - 1 year		7.9%	6
1 - 2 years		3.9%	3
3 - 5 years		21.1%	16
<b>5 - 10 years</b>		<b>36.8%</b>	<b>28</b>
11 - 20 years		19.7%	15
More than 20 years		6.6%	5
		<b>answered question</b>	<b>76</b>
		<b>skipped question</b>	<b>0</b>

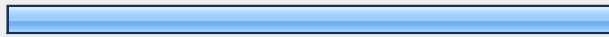
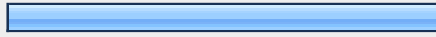
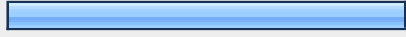
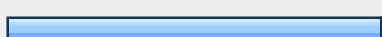
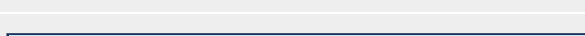

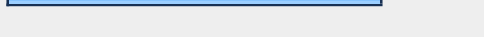
4. What is your position in the company?			
		Response Percent	Response Count
<b>Owner/Managing Director</b>		<b>43.4%</b>	<b>33</b>
Account Director		13.2%	10
Account Manager		26.3%	20
Account Executive		9.2%	7
Account Assistant		5.3%	4
Intern		2.6%	2
		Other (please specify)	12
		<b>answered question</b>	<b>76</b>
		<b>skipped question</b>	<b>0</b>

5. What areas of expertise do your company specialize in? (mark all that apply)			
		Response Percent	Response Count
Copywriting		44.7%	34
Social Media		47.4%	36
<b>Media Relations</b>		<b>69.7%</b>	<b>53</b>
Publicity		64.5%	49
Crisis Communication		40.8%	31
Image Management		35.5%	27
Public Affairs		18.4%	14
Event Management		42.1%	32
Branding		38.2%	29
Advertising		36.8%	28
Marketing Communications		68.4%	52
Other (please specify)			19
		<b>answered question</b>	<b>76</b>
		<b>skipped question</b>	<b>0</b>

6. What is the average number of clients you sustain on a regular basis?			
		Response Percent	Response Count
1-5		31.6%	24
<b>6-10</b>		<b>34.2%</b>	<b>26</b>
11-20		19.7%	15
21-30		5.3%	4
30+		9.2%	7
		<b>answered question</b>	<b>76</b>
		<b>skipped question</b>	<b>0</b>


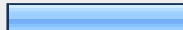
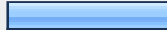



7. What percentage of your clients operate both inside and outside South Africa?			
		Response Percent	Response Count
0%		7.9%	6
<b>1%-10%</b>		<b>38.2%</b>	<b>29</b>
11%-20%		10.5%	8
21%-30%		11.8%	9
31%-40%		7.9%	6
More than 40%		23.7%	18
		<b>answered question</b>	<b>76</b>
		<b>skipped question</b>	<b>0</b>

8. On average, what is your companies gross annual revenue?			
		Response Percent	Response Count
Less than R100,000		6.6%	5
R100,001 - R500,000		7.9%	6
R500,001 - R1,000,000		6.6%	5
R1,000,001 - R5,000,000		26.3%	20
R5,000,001 - R10,000,000		2.6%	2
R10,000,001 - R30,000,000		13.2%	10
R30,000,001 - R50,000,000		0.0%	0
More than R50,000,001		1.3%	1
<b>Unknown</b>		<b>35.5%</b>	<b>27</b>
		<b>answered question</b>	<b>76</b>
		<b>skipped question</b>	<b>0</b>




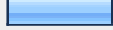


9. Which digital mediums do your company generally use for business? (mark all that apply)			
		Response Percent	Response Count
Email		100.0%	76
Online Research		71.1%	54
Cellular Phone Technology		65.8%	50
Compact Discs (CDs) and/or Digital Video Discs (DVDs)		61.8%	47
Websites		96.1%	73
e-Commerce (including Electronic Fund Transfers)		61.8%	47
Social Media (Blogs, Facebook, Twitter, YouTube, etc.)		78.9%	60
	Other (please specify)		1
	<b>answered question</b>		<b>76</b>
	<b>skipped question</b>		<b>0</b>

10. Rate your company's usage of digital media on scale of 1 - 10 (email not included).										
	1	2	3	4	5	6	7	8	9	10
"We operate using no digital media at all" = 1. "Digital media embodies every component of how we operate" = 10.	1.3% (1)	2.6% (2)	3.9% (3)	1.3% (1)	10.5% (8)	<b>17.1%</b> <b>(13)</b>	14.5% (11)	<b>17.1%</b> <b>(13)</b>	15.8% (12)	15.8% (12)
	<b>answered question</b>									
	<b>skipped question</b>									

**11. How often does your company utilize social networking sites (Linkedin, Facebook, etc.) to develop company profiles for your clients?**

		Response Percent	Response Count
What are company profiles?		1.3%	1
<b>Hardly ever</b>		<b>28.9%</b>	<b>22</b>
Sometimes		26.3%	20
Regularly		21.1%	16
Most of the time		9.2%	7
All the time		13.2%	10
		<b>answered question</b>	<b>76</b>
		<b>skipped question</b>	<b>0</b>

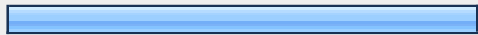

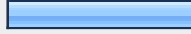
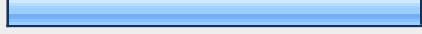


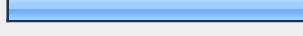
**12. How often does your company utilize social networking sites (e.g. Linkedin, Facebook, etc.) to develop personal profiles for your client's key executives?**

		Response Percent	Response Count
What are personal profiles on social networking sites?		5.3%	4
<b>Hardly ever</b>		<b>44.7%</b>	<b>34</b>
Sometimes		19.7%	15
Regularly		17.1%	13
Most of the time		5.3%	4
All the time		7.9%	6
		<b>answered question</b>	<b>76</b>
		<b>skipped question</b>	<b>0</b>

13. How often do you use Wiki's as a resource for collaborative information gathering in the PR space?			
		Response Percent	Response Count
What is a Wiki?		11.8%	9
Never		21.1%	16
<b>Rarely</b>		<b>26.3%</b>	<b>20</b>
Sometimes		17.1%	13
Regularly		18.4%	14
Every time		5.3%	4
		<i>answered question</i>	<b>76</b>
		<i>skipped question</i>	<b>0</b>

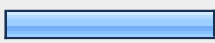
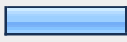

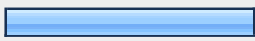
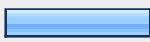
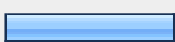
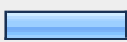
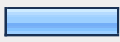
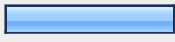


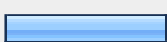
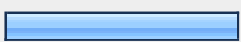
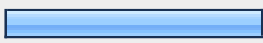
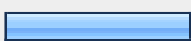
14. How do you rate the success of blogging as a PR strategy based on your market experience this far?			
		Response Percent	Response Count
It was a waste of time and money		6.6%	5
Fairy successful but not worth the time and money		30.3%	23
<b>Successful enough for the time and money</b>		<b>31.6%</b>	<b>24</b>
Very successful, definitely worth it		17.1%	13
We are changing our operating strategy drastically to incorporate more blogging		14.5%	11
		Comments	7
		<i>answered question</i>	<b>76</b>
		<i>skipped question</i>	<b>0</b>

**15. Who in your network posts, reads, or advertises using blogs? (mark all that apply)**


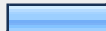

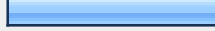
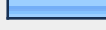
		Response Percent	Response Count
Friends		77.6%	59
Family		35.5%	27
Academic colleagues		30.3%	23
Business associates		68.4%	52
Staff members		56.6%	43
Associated investors		6.6%	5
Clients		48.7%	37
		<i>answered question</i>	<b>76</b>
		<i>skipped question</i>	<b>0</b>


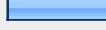
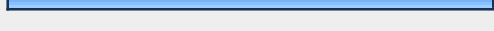




**16. What is your company's utilization of video websites such as YouTube (www.youtube.com)? (mark all that apply)**

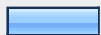
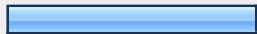

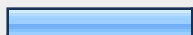
		Response Percent	Response Count
We have posted videos on video websites		34.2%	26
We have a YouTube/similar channel		19.7%	15
We promote PR services on video websites		14.5%	11
We monitor user generated content on video websites for internal research		40.8%	31
We monitor user generated content on video websites for external research		23.7%	18
Our clients have posted videos on websites		27.6%	21
Our clients have a YouTube/similar channel		19.7%	15
Our clients promote their products or services on video websites		18.4%	14
We promote our clients products or services on video websites		27.6%	21
Our clients monitor user generated content on video websites for internal research		14.5%	11
Our clients monitor user generated content on video websites for external research		11.8%	9
Our knowledge and use of video websites is still very limited		26.3%	20
Our clients' knowledge and use of video websites is still very limited		38.2%	29
<b>Our knowledge and use of video websites is steadily increasing</b>		<b>42.1%</b>	<b>32</b>
Our clients' knowledge and use of video websites is steadily increasing		30.3%	23

	<i>answered question</i>	<b>76</b>
	<i>skipped question</i>	<b>0</b>

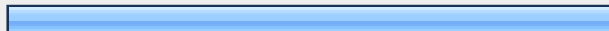


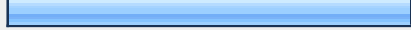
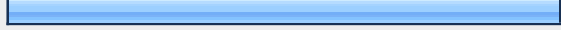
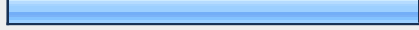
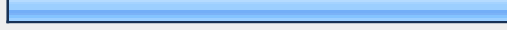
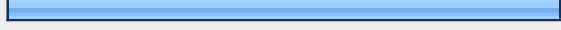
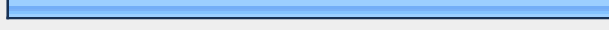
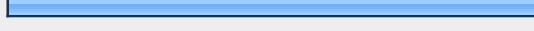
17. How do you rate the success of social media as a PR strategy based on your market experience this far?			Response Percent	Response Count
It was a waste of time and money			1.3%	1
Fairly successful but not worth the time and money			15.8%	12
Successful enough for the time and money			32.9%	25
<b>Very successful, definitely worth it</b>			<b>34.2%</b>	<b>26</b>
We are changing our operating strategy drastically to incorporate more social media			15.8%	12
	<i>answered question</i>			<b>76</b>
	<i>skipped question</i>			<b>0</b>

18. How would you rate your company's feelings about the future of social media as a PR strategy?			Response Percent	Response Count
Social media has reached its limitations			0.0%	0
Social media will remain relevant but will not grow			2.6%	2
Social media has some small growth opportunities			17.1%	13
<b>Social media will grow increasingly in business and become a increasingly valuable tool for PR strategists</b>			<b>80.3%</b>	<b>61</b>
	<i>answered question</i>			<b>76</b>
	<i>skipped question</i>			<b>0</b>

<b>19. Our company has seen a direct positive correlation between the increase of social media interaction and the increase of internal and external successes?</b>			
		<b>Response Percent</b>	<b>Response Count</b>
Yes		65.8%	50
No		34.2%	26
		<b><i>answered question</i></b>	<b>76</b>
		<b><i>skipped question</i></b>	<b>0</b>

<b>20. Our company's experience has shown that there is a direct correlation between social media interaction and financial success?</b>			
		<b>Response Percent</b>	<b>Response Count</b>
Yes, internally only (e.g. client retention)		14.5%	11
<b>Yes, internally and externally (e.g. client retention and client success)</b>		<b>40.8%</b>	<b>31</b>
Yes, externally (e.g. client success)		14.5%	11
No		30.3%	23
		<b><i>answered question</i></b>	<b>76</b>
		<b><i>skipped question</i></b>	<b>0</b>

21. Please complete the questions below.

		Response Percent	Response Count
<b>Name:</b>		100.0%	72
Company:		98.6%	71
Address:		91.7%	66
Address 2:		66.7%	48
City/Town:		91.7%	66
State:		68.1%	49
ZIP/Postal Code:		83.3%	60
Country:		91.7%	66
<b>Email Address:</b>		100.0%	72
Phone Number:		87.5%	63
		<i>answered question</i>	72
		<i>skipped question</i>	4