



Cycling in Australia

Social Media Data
compiled by Laura Hale
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2 February 2012





Google Trends

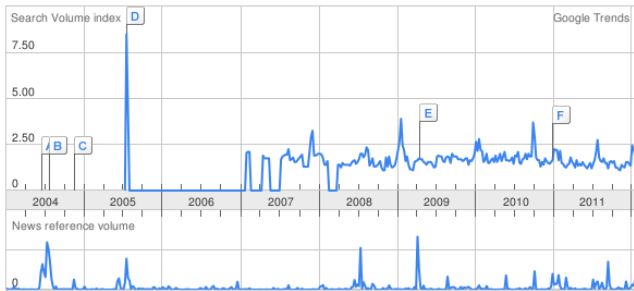
Google shows the volume of searches around a particular time period. If the search term is popular enough, additional information such as what regions and cities the term was most popular in is available. This data can be useful in trying to determine patterns of activity, answering such questions as: Does search traffic peak during major controversies? Does search traffic drop off when a cyclist is not competing? How effective has a television/radio advertising campaign been? Do the most popular cities for searches correlate with our intended market?

Using the terms Cycling Australia, Tour Down Under, Cadel Evans and Anna Meares resulted in three charts that can be found on the following pages. International interest in Australian as indicated by searches made in other countries and languages is high. Interest in Anna Meares, Cadel Evans and the Tour Down Under appears to connect to events. Cycling Australia appears to have more consistent interest, with smaller dips when events are not happening. In late 2011, multiple news stories about Meares did not result in search traffic related to her. German is most popular language after English drawing an audience for Meares, which differs from Cadel Evans, Cycling Australia and Tour Down Under where the most popular language after English is Dutch.

+ Google Trends

cycling australia

1.00



- A** [Cycling Australia given deadline for drug probe](#)
Daily Times - Jun 19 2004
- B** [Cycling Australia selectors to choose between Eadie and Kersten](#)
ABC Regional Online - Jul 21 2004
- C** [ASC chairman says drugs report clears Cycling Australia, ASC](#)
ABC Online - Nov 18 2004
- D** [Cycling Australia CEO Graham Fredericks](#)
Cyclingnews.com - Jul 19 2005
- E** [Cycling Australia officials 'not welcome' at Jobie Dajka funeral](#)
Melbourne Herald Sun - Apr 15 2009
- F** [Cycling Australia coach Shayne Bannan tipped to lead new national road team](#)
Herald Sun - Dec 30 2010
- [More news results >](#)

Regions

- [Australia](#)
- [New Zealand](#)
- [Singapore](#)
- [United Kingdom](#)
- [Canada](#)
- [United States](#)
- [Germany](#)
- [France](#)

Cities

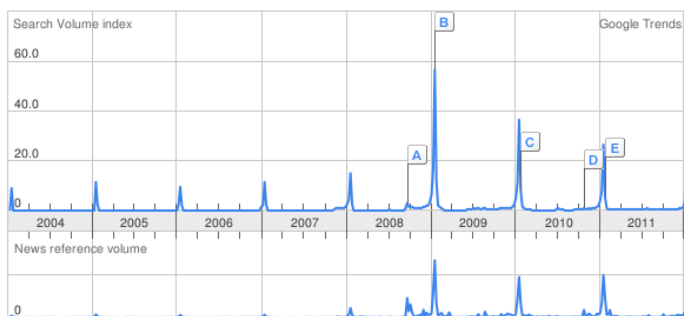
- Hobart, Australia
- Canberra, Australia
- Adelaide, Australia
- Perth, Australia
- Brisbane, Australia
- Melbourne, Australia
- Sydney, Australia
- Auckland, New Zealand
- Singapore, Singapore
- London, United Kingdom

Languages

- English
- Dutch
- German
- French

tour down under

1.00



- A** [Armstrong to return in Tour Down Under](#)
CNN - Sep 24 2008
- B** [Armstrong makes return at Tour Down Under criterium](#)
Reuters - Jan 18 2009
- C** [Greipel wins Tour Down Under](#)
Forbes - Jan 24 2010
- D** [Lance Armstrong confirms farewell at Tour Down Under](#)
Herald Sun - Oct 24 2010
- E** [Meyer wins Tour Down Under](#)
Yahoo! Eurosport UK - Jan 23 2011
- F** [Clarke wins 2nd stage of Tour Down Under](#)
Universal Sports - Jan 18 2012
- [More news results >](#)

Regions

- [Australia](#)
- [New Zealand](#)
- [Belgium](#)
- [Norway](#)
- [Netherlands](#)
- [Ireland](#)
- [United Kingdom](#)
- [Denmark](#)
- [Switzerland](#)
- [United States](#)

Cities

- Adelaide, Australia
- Canberra, Australia
- Melbourne, Australia
- Perth, Australia
- Sydney, Australia
- Brisbane, Australia
- Auckland, New Zealand
- Brussels, Belgium
- Amsterdam, Netherlands
- London, United Kingdom

Languages

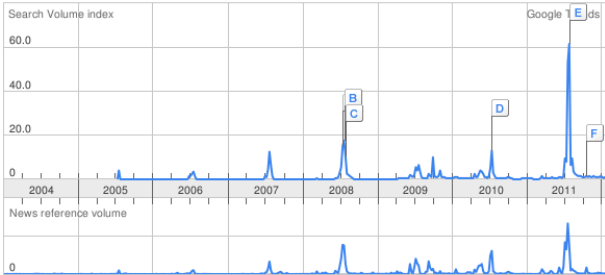
- English
- Dutch
- Danish
- French
- German
- Italian
- Spanish
- Portuguese



Google Trends

cadel evans

1.00

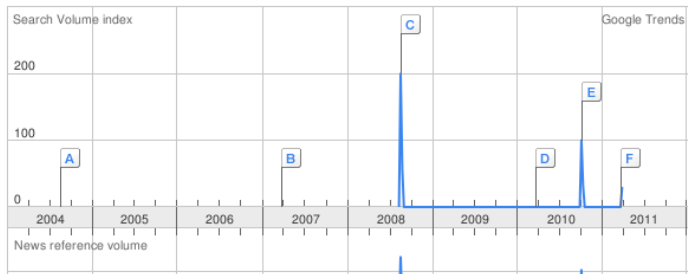


- A** [Cadel Evans claims yellow jersey in Tour de France](#)
Times Online - Jul 14 2008
 - B** [Australian cyclist Cadel Evans loses yellow jersey](#)
Melbourne Herald Sun - Jul 20 2008
 - C** [Extra pain from Spain for Australian cyclist Cadel Evans](#)
Melbourne Herald Sun - Jul 27 2008
 - D** [Tour de France: Leader Cadel Evans in good position](#)
San Jose Mercury News - Jul 13 2010
 - E** [Cadel Evans wins Tour de France](#)
Toronto Sun - Jul 24 2011
 - F** [Cadel Evans believes he can win Tour de France again](#)
Herald Sun - Oct 18 2011
- [More news results »](#)

Regions	Cities	Languages
1. Australia	1. Melbourne, Australia	1. Danish
2. Belgium	2. Canberra, Australia	2. Dutch
3. Denmark	3. Adelaide, Australia	3. English
4. Netherlands	4. Perth, Australia	4. French
5. New Zealand	5. Sydney, Australia	5. Italian
6. Norway	6. Brisbane, Australia	6. German
7. Switzerland	7. Brussels, Belgium	7. Spanish
8. France	8. Amsterdam, Netherlands	8. Polish
9. Portugal	9. Paris, France	9. Portuguese
10. Ireland	10. Milan, Italy	

anna meares

1.00



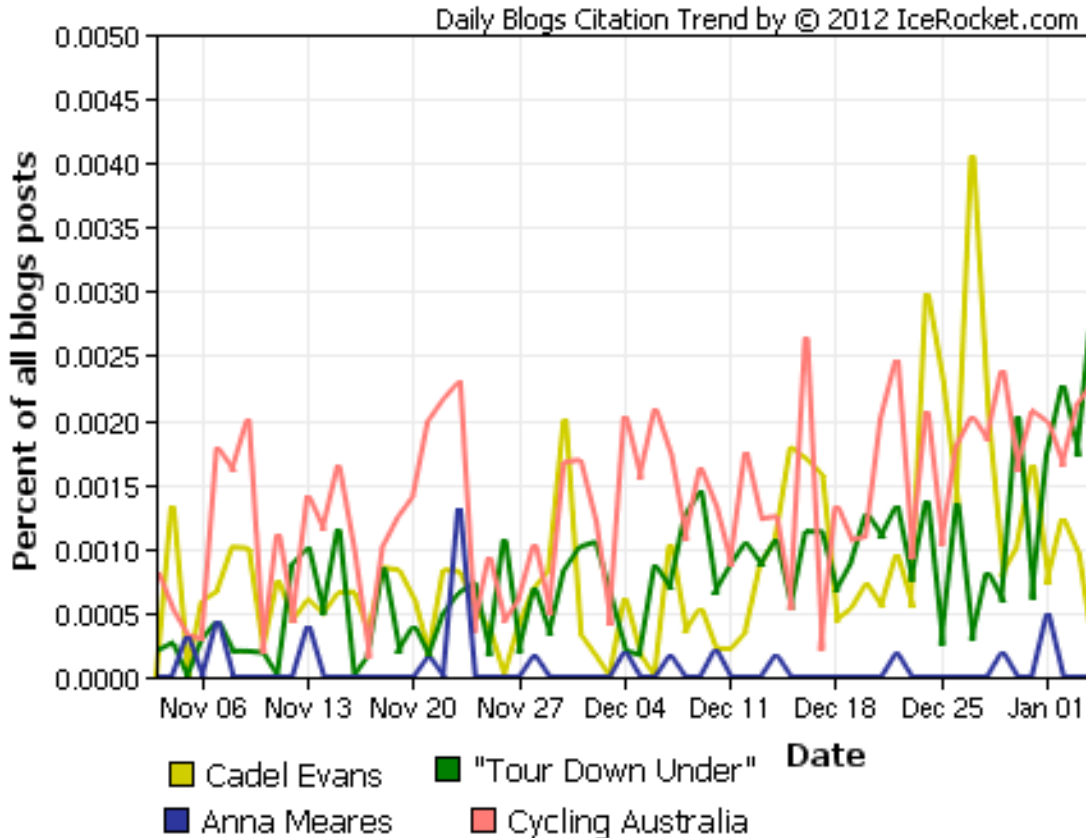
- A** [An interview with Anna Meares](#)
Cyclingnews.com - Aug 20 2004
 - B** [Anna Meares breaks world record, snares gold](#)
NEWS.com.au - Mar 31 2007
 - C** [Silver as good as gold for Anna Meares](#)
The Australian - Aug 19 2008
 - D** [Cameron Meyer, Anna Meares take world championship gold](#)
The Australian - Mar 24 2010
 - E** [Anna Meares' gold rush continues](#)
ABC Online - Oct 7 2010
 - F** [Anna Meares wins individual sprint for 2nd gold](#)
Simobile - Mar 26 2011
- [More news results »](#)

Regions	Cities	Languages
1. Australia	1. Adelaide, Australia	1. English
2. United Kingdom	2. Brisbane, Australia	2. German
3. Germany	3. Sydney, Australia	3. Spanish
4. United States	4. Melbourne, Australia	
	5. Perth, Australia	



IceRocket

Ice Rocket is a search engine. One of the things that it has is a specialized blog search trends feature. Using this feature, you can create charts showing how many posts have been made for a given keyword during a one, two or three month period. Like Google Trends, it can all you to spot patterns. These patterns are less what people are interested in finding information about than they are about what people are actually blogging and creating content about. This nicely complements other creation information like picture uploading. It adds to the overall picture of how, when and why a community is active in fandom. The chart below is for the period between 1 November 2011 and 6 January 2012. It shows regular blog related content related to Australian cycling even when other parts do not have as much content creation.





Alexa

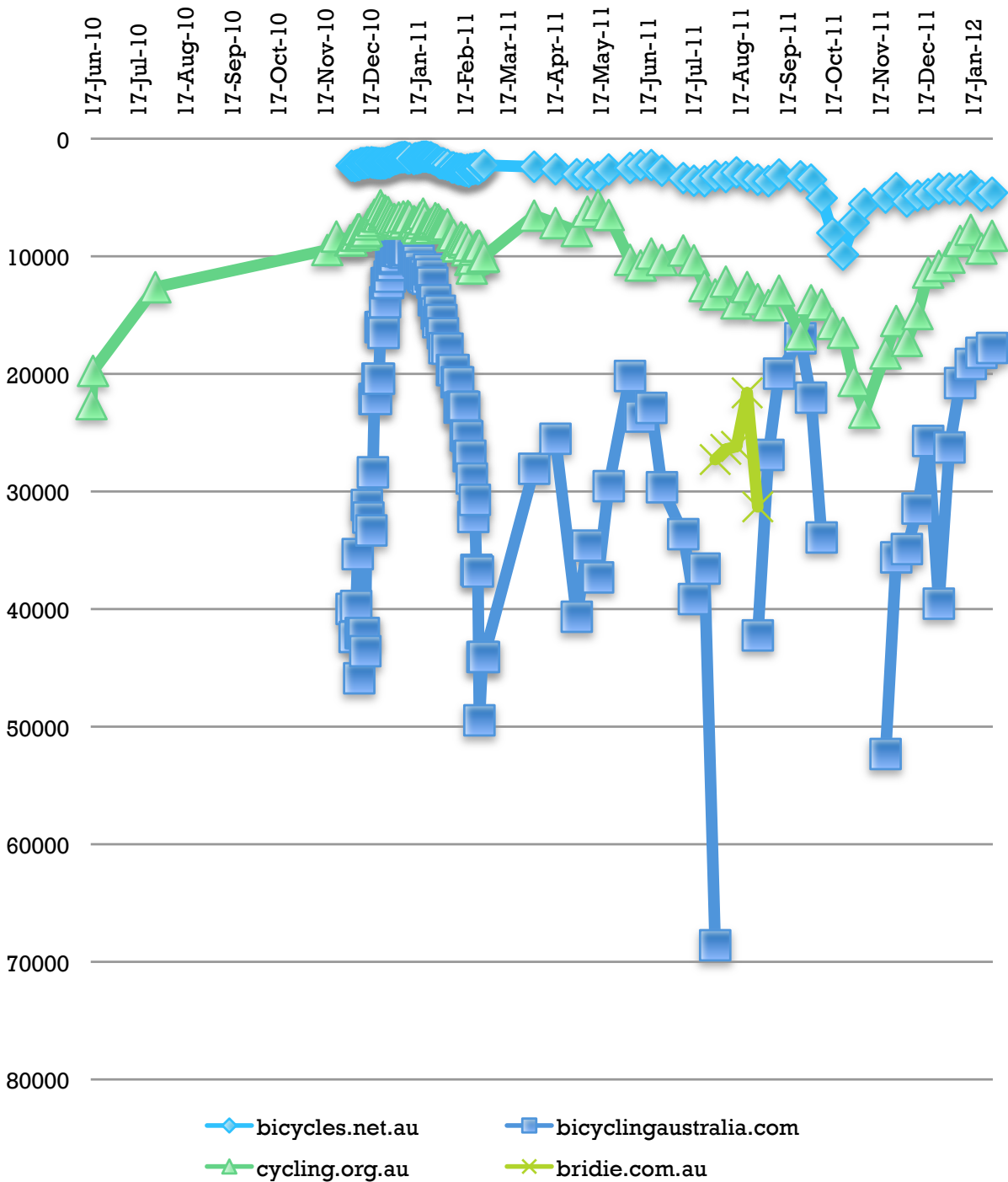
Alexa ranks websites based on worldwide traffic. If a site is popular in certain countries, it may also be ranked in those countries. This data is gathered using toolbars that people on the web download and install. Some Australian tech people doubt the accuracy of the numbers for Australia as the toolbar is not widely installed. Working on this assumption, most of the people in Australia and New Zealand who use the toolbar are people who are involved with online market, search engine optimization or some other group where website rankings matter. (This could be employees of a particular company installing the toolbar so that when they visit a site, it gets more views and thus the rank goes up.)

Still given the toolbar install limitations, Alexa is included to provide another perspective. In terms of Australian and New Zealand's sport, this perspective is media friendly people's interest in sport. This group could be important to attract to as they are more likely to be involved with social media, social bookmarking and other forms of engagement online.

Assuming that Alexa's toolbar is installed evenly amongst various groups of sport fans, Alexa's perspective is best in terms of defining interest relative from one form of cycling in Australia to the next, between athletes and between events. How popular is Cycling Australia compared to Bicycles Network Australia? Alexa is also useful for determining when interest in a topic peaks, and to find out if this interest over time mirrors when competitions happen and big news is released.

The chart on the next page gives an idea of the historical popularity of a few Australian cycling sites. Where no lines exist for the Australian ranking, it is because the website did not rank in the top 50,000 in Australia.

Australian Cycling Sites: Australia Alexa Rank



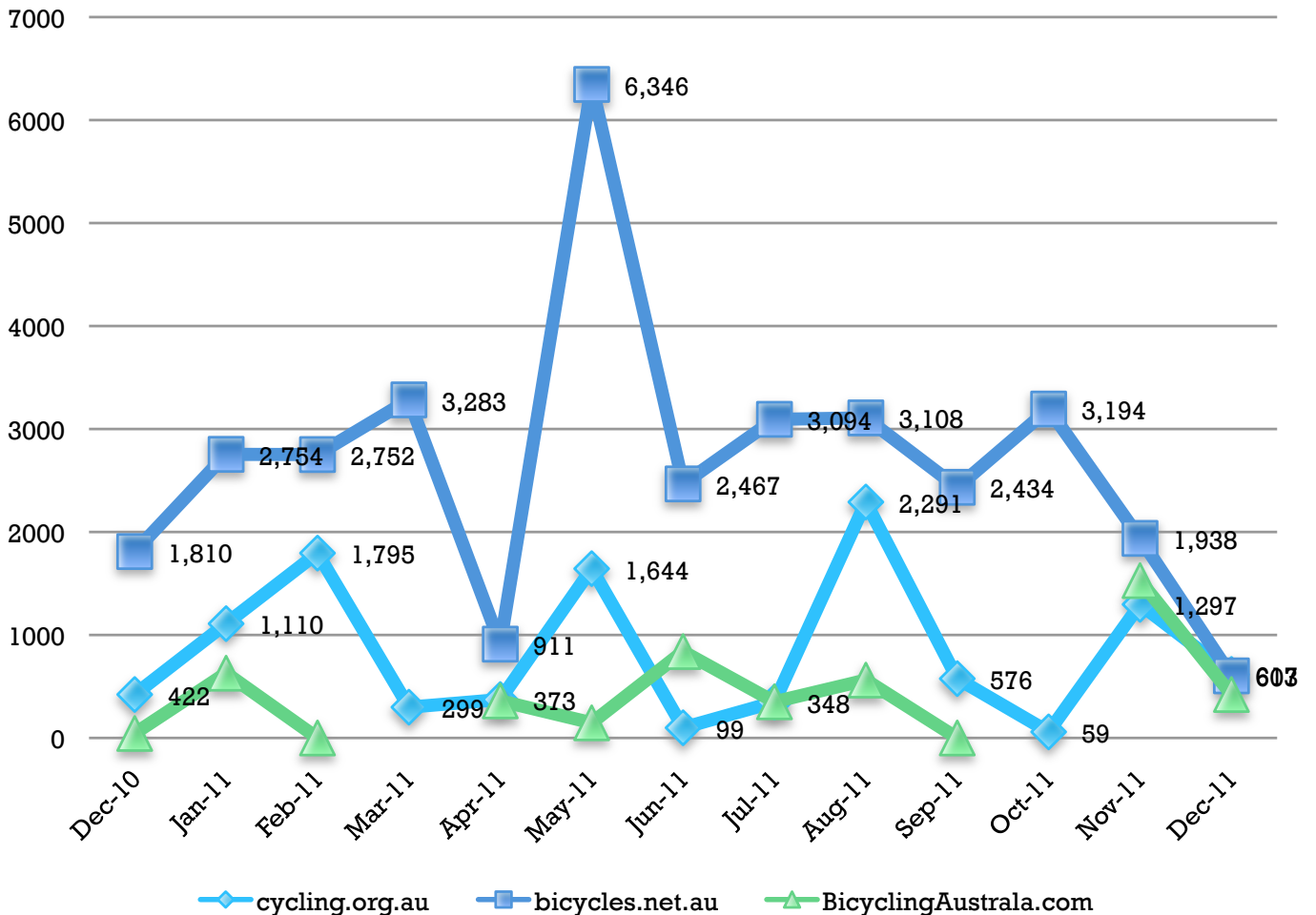


Compete

Compete is a tool that measures web traffic like Alexa. It uses a toolbar to gather data, and only tracks American visitors to a website. Unlike Alexa, it can estimate the total number of visitors from the USA to a site. The larger the number of visitors, the more accurate Compete's data is likely to be. In an Australian context, Compete can be useful for long term tracking of efforts to improve an American audience.

The chart below includes Compete's estimates for American visitors to three Australian cycling websites in the past year.

USA visitors to Australian Cycling sites

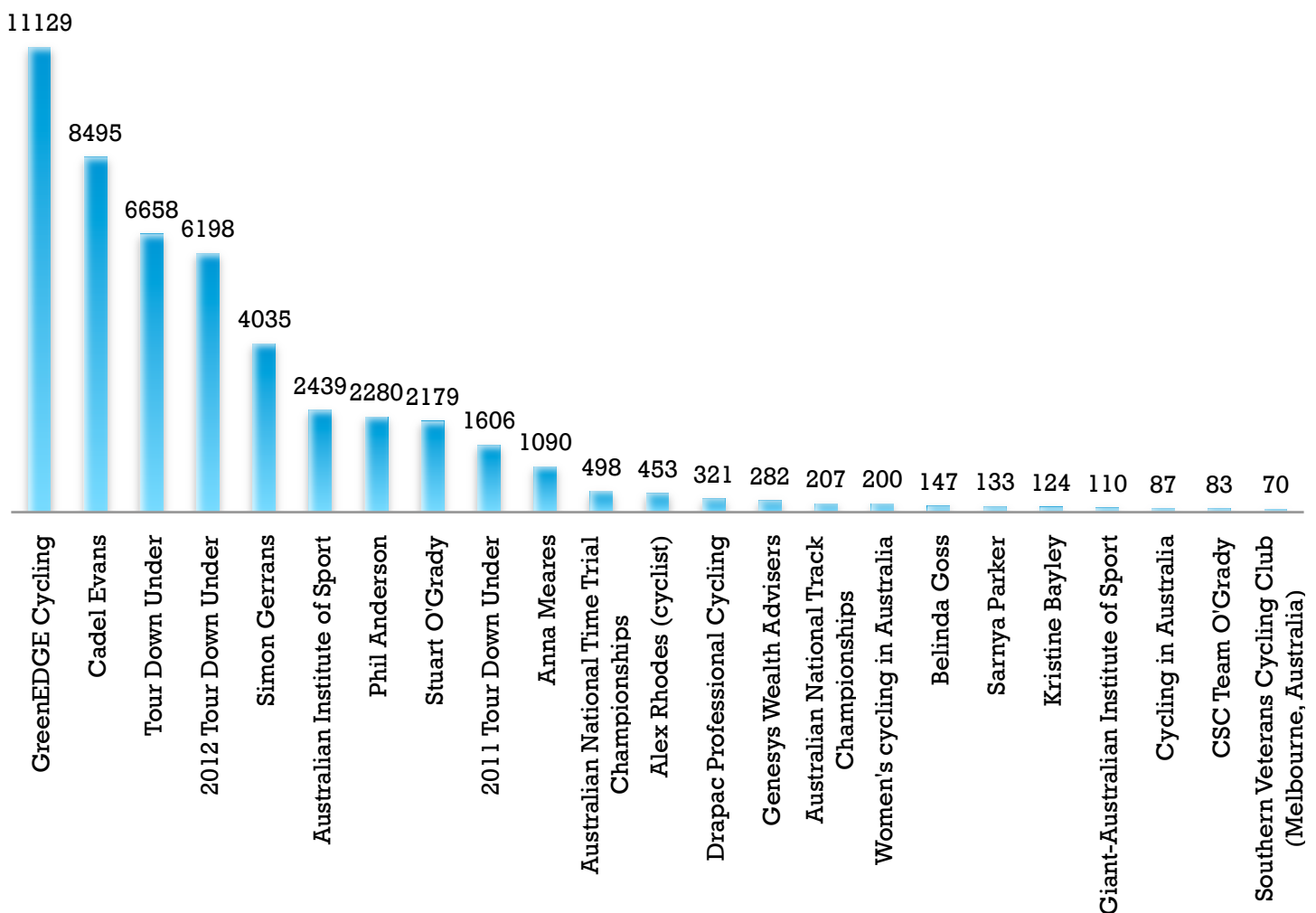




Wikipedia

Wikipedia is one of the most popular sites in Australia. When searching on Google, it is often one of the first results for many Australian related topics. Australian cycling is a topic covered reasonably well. Given that, if sport organisations can engage with Wikipedia to improve their content, they should do so within the rules of Wikipedia. Below is a list of some random articles about cycling in Australia on Wikipedia and the total number of views these articles have had within the past 30 days. It shows a broad range in diversity of interest in various parts of Australia's cycling community on Wikipedia.

1 February 2012: Wikipedia article views in the past 30 days





Facebook

Facebook is the most popular social network in Australia. Many people on the site are interested in cycling. One of the easiest ways to get demographic data regarding Facebook users as it pertains to Facebook can be found at <https://www.facebook.com/ads/create/>

The data below was gathered on 2 February 2012. It provides a general idea of the population size and characteristics of cycling fans on Facebook for the Tour Down Under and Cadel Evans

Keyword	City / State	Age	Sex	Education	Relation	Estimate
Tour Down Under	All	All	All	All	All	8,100
Tour Down Under	All	All	Men	All	All	4,520
Tour Down Under	All	All	Women	All	All	3,420
Tour Down Under	All	All	All	College Grad	All	2,620
Tour Down Under	All	All	All	In College	All	40
Tour Down Under	All	All	All	In High School	All	20
Tour Down Under	All	18 <	All	All	All	1,120
Tour Down Under	All	18 >	All	All	All	7,620
Tour Down Under	Australian Capital Territory	All	All	All	All	160
Tour Down Under	Victoria	All	All	All	All	1,480
Tour Down Under	New South Wales	All	All	All	All	1,160
Tour Down Under	Queensland	All	All	All	All	880
Tour Down Under	South Australia	All	All	All	All	3,780
Tour Down Under	Western Australia	All	All	All	All	380
Tour Down Under	Tasmania	All	All	All	All	120
Tour Down Under	Northern Territory	All	All	All	All	40
Cadel Evans	All	All	All	All	All	67,160
Cadel Evans	All	All	Men	All	All	43,180
Cadel Evans	All	All	Women	All	All	23,400
Cadel Evans	All	All	Women	All	Single	5,080
Cadel Evans	All	All	Men	All	Single	15,760
Cadel Evans	Australian Capital Territory	All	All	All	All	1,240
Cadel Evans	Victoria	All	All	All	All	28,320
Cadel Evans	New South Wales	All	All	All	All	14,780
Cadel Evans	Queensland	All	All	All	All	7,940



eBay.com.au

eBay is an extremely popular site in Australia. Alexa pegs it as the 6th most popular in the country. It is similar to a digital garage sale, only there is an economic incentive to only submit items that the seller thinks can actually sell. If they don't sell, the seller makes no money and may be subjected to additional eBay related fees.

Sport related goods are a huge part eBay. For men's Australian sport, there is a category for the AFL and one for the NRL. People might not be buying everything but over 20% of one AFL related auctions on sample page had bids, which seems really good.

Given all this, it seems to be a fair assumption that the volume of items related to a team or athlete indicate a certain level of popularity. The following chart below gives an idea of the popularity of female Australian cyclists on ebay.com.au on various dates in the past year and a quarter.



Delicious

delicious is power social bookmarking site. It is the 495th most popular site in Australia. When users find pages on the internet that they may want to visit again, they bookmark them. To make finding bookmarks easier, users are encouraged to tag these posts. Tags are how delicious is searched; you do not search titles or descriptions.

delicious is popular with some Australian sport fans. In men's sport, Collingwood's website has been bookmarked over 50 times. Being bookmarked like this can help a club determine the amount of interest there is in a topic during a controversy: If people are interested in a topic, they bookmark it. Delicious can also be used to help a club increase its visibility with a new audience and improve the team's search engine optimization. Historical numbers are not always indicative of current link levels because the site faced major disruption with its user base as a result of the site's uncertainty when Yahoo tried and finally succeeded in selling the site.

There are two easy ways to look at delicious links: Total tag results and social bookmarks for a tag added over time. The table below gives an idea as to the total link results for tags.

Keyword	delicious count	Date
Amy Gillett	3	1-Feb-12
AmyGillett	1	1-Feb-12
AmyGillett	18	11-Nov-10
AmyGillett	18	26-Nov-10
AmyGillett	18	17-Dec-10
Anna Meares	1	1-Feb-12
Anna Meares	22	7-Dec-10
Anna Meares	22	17-Dec-10
AnnaMeares	0	1-Feb-12
AnnaMeares	22	11-Nov-10
AnnaMeares	22	26-Nov-10
AnnaMeares	22	17-Dec-10
Cadel Evans	41	1-Feb-12



Facetime

Facetime is relatively new Australian website that allows Australians to organise gatherings around a general interest. As of 2 February 2012, it was the 9,725 most popular site in Australia. Being able to identify online groups meeting offline is useful as it allows for potential marketing across both areas, and maximise potential audience. The number of people involved or interested in a topic can also help to determine relative popularity of an event. A search for the names of 10 Australian cyclists who likely will compete in the Olympics Games showed zero results for events. There are three tables below. One shows the number of results for various keywords. The next shows the number of participants at some cycling related events. The third table shows the number of members of groups related to cycling. This date was gathered on 2 February 2012.

Search	Events	Groups	Members
Cycling	4	16	2
Bicycle	0	0	0
BMX	0	0	3
Mountain bike	0	4	0
Mountain biking	0	16	0

Group	State	Public members
Mountain bikers	QLD	7
Sydney Mountain Bikers	NSW	5
BRISBANE'S MOUNTAIN BIKERS	QLD	2
Mountain Bike Riding	VIC	0

Event	Participants
Cooks River - Putney - Cabarita	10
2XU Great Ocean & Otway Classic Ride 2012	1
2012 MS Melbourne Cycle	1
Leisurely Bike Ride - Paradise Point, Northern Gold Coast	2



Yahoo!Answers

Yahoo!Answers is one of several question and answer sites on the internet. Contributors ask a question and it generally remains open for a week or until the asker closes it and chooses a best answer. Cycling is a popular topic on Yahoo!Answers, with over 364875 questions having been asked which contain cycling in the question, 820 of which were open on 2 February 2012. On 29 January 2012, a search was done several Australian cyclists likely to compete in the Olympics on Yahoo!Answers for open questions that included the name of the cyclist. The results are below and are rather unsurprising.

Name	Open Questions
Sam Willoughby	0
Daniel Ellis	0
Jason Niblett	0
Shane Perkins	0
Scott Sunderland	0
Kaarle Mcculloch	0
Anna Meares	0
Emily Rosemond	0
Jack Bobridge	0
Michael Freiberg	0
Michael Hepburn	0
Cameron Meyer	0
Luke Durbridge	0
Dale Parker	0
Ashlee Ankudinoff	0
Megan Dunn	0
Belinda Goss	0
Josephine Tomic	0
Allan Davis	0
Rohan Dennis	0
Luke Durbridge	0
Mathew Hayman	0
Michael Matthews	0
Chris Sutton	0
Ruth Corset	0
Megan Dunn	0
Rochelle Gilmore	0
Chloe Hosking	0
Alexis Rhodes	0
Vicki Whitelaw	0