

# An Overview of the Existing Online Fan Community for the St Kilda Saints

This packet contains raw information. No attempt has been made to analyze this data. It is provided as a courtesy to give benchmarks for information pertaining to the online communities for the St Kilda Saints.

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# 43 Things

43 things is a goal setting community found at <http://www.43things.com/>. Compared to professional sports for men, the women related goals are less likely to exist and less likely to involve a component that expresses fandom such as a desire to buy a shirt or attend a championship match. Men's sport, specifically the AFL and NRL, have an advantage in that people are clearly using the site to express their goals related to their clubs.

One of the challenges for monitoring the AFL and the St Kilda Saints on 43 Things is that users often do not use a team's full name to express their interest in them. Rather, fans use just the mascot or city name and some other phrase such as Grand Final. Some of AFL teams share names with professional sport leagues in the United States. When searching, if these clues are not found and the participants are neither from Australia or the United States, it can be hard to determine what team they are talking about.

The community on 43 Things often appears inactive. People join. They create goals. They do not come back and update the site. For some AFL related goals, users have had AFL related goals on their list for over three years; they have not come back to update them. This suggests that the community on the site is largely stagnant. This problem is coupled with a small Australian sport fan community. Give this, the insight that 43 Things provides best involves seeing what fans of clubs desire.

## *Search Results*

The table below gives an idea as to the historical growth for the number of people listing Saints related goals over time. The major St Kilda related controversies happened in May and December of 2010, early January 2011 and early February 2011. The team played in the Grand Final in August.

Keyword	Results	Relevant	Relevant	Date checked
"Dal Santo"	0	0	0	21-Dec-10
"Dal Santo"	0	0	0	26-Dec-10
"Dal Santo"	0	0	0	28-Dec-10
"Dal Santo"	0	0	0	2-Feb-11
"St. Kilda Saints"	0	0	0	26-Dec-10
"St. Kilda Saints"	0	0	0	2-Feb-11
"Zac Dawson"	0	0	0	21-Dec-10
"Zac Dawson"	0	0	0	26-Dec-10
"Zac Dawson"	0	0	0	2-Feb-11
AFL Saints	125	2	1	2-Feb-11
kilda	11	1	2	27-Jul-10
kilda	11	1	2	2-Feb-11
Riewoldt	0	0	0	20-Dec-10
Riewoldt	0	0	0	21-Dec-10
Riewoldt	0	0	0	26-Dec-10
Riewoldt	0	0	0	2-Feb-11
St. Kilda Saints	1521			21-Dec-10
St. Kilda Saints	1524			26-Dec-10
St. Kilda Saints	1532			31-Dec-10
St. Kilda Saints	1644			2-Feb-11



# 43 Things

## *Profile Results*

The table below includes profile information for people who have created St Kilda related goals. Only one goal appears to have been added during the 2010 season.

Goal	User	City	State	Country	Member since	Date checked
see st.kilda win a premiership	frankarr	Sydney	New South Wales	Australia	16-Mar-07	21-Mar-10
see St Kilda win a Grand Final	tonirenee				22-Feb-10	21-Mar-10
see St Kilda win a Grand Final	tonirenee				22-Feb-10	31-Dec-10
see St Kilda win a Grand Final	StarsAndRockets				14-Apr-10	31-Dec-10
Live to see the Saints win one premiership	leonlime				1-Jul-10	2-Feb-11



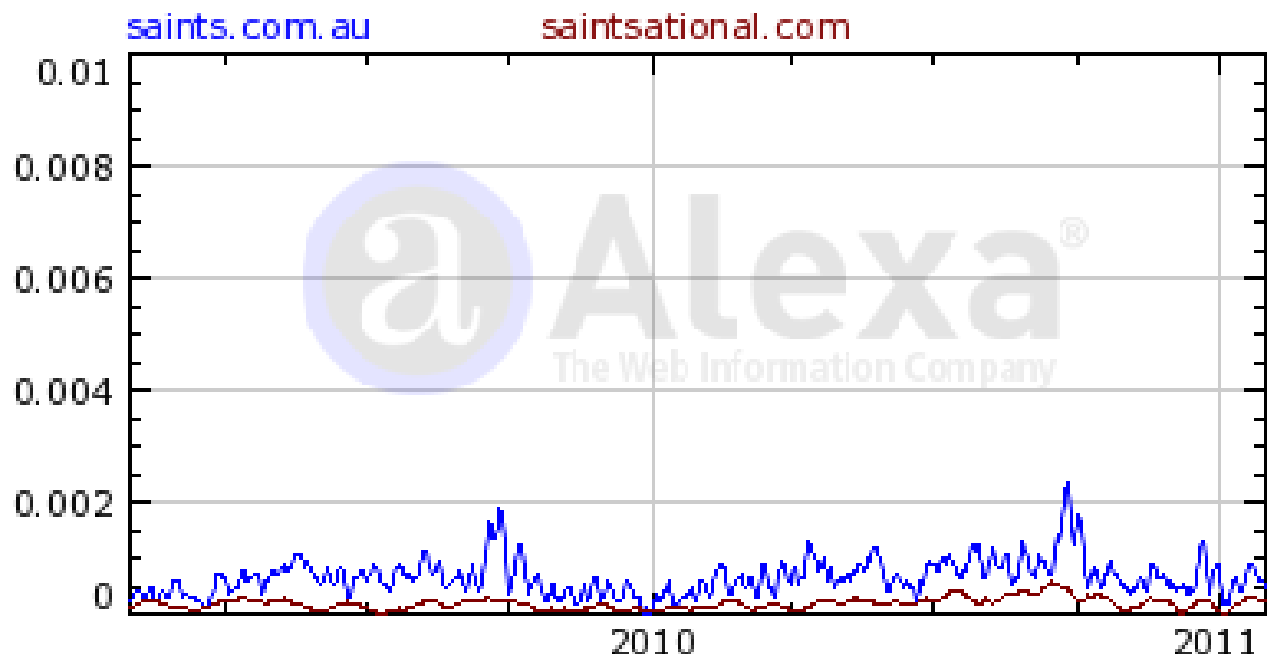
# Alexa

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 the AFL and St Kilda Saints, 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.

In addition to providing information about the relative ranking of websites, Alexa also provides some demographic information about visitors to a site based on the survey information they completed at the time of installing the toolbar.

## Daily Reach (percent)



# Alexa

The Alexa page for the official St Kilda site is at <http://www.alexa.com/siteinfo/saints.com.au>. This page has been checked on selected dates for world, Australian and New Zealand rank. It shows that global visits to the Saints's website fell at the conclusion of the season. Australian traffic picked up during their Grand Final appearances and during the controversy involving nude photos.

Alexa	World Rank	Australian Rank	New Zealand Rank	Date collected
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	220,585	2,616	0	5-Jun-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	218,878	2,634	0	8-Jun-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	220,335	2,685	0	9-Jun-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	215,658	2,655	0	13-Jun-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	213,777	2,659	0	14-Jun-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	219,131	2,860	0	18-Jun-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	219,987	3,279	0	22-Jun-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	221,887	3,784	0	25-Jun-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	221,343	3,970	0	26-Jun-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	220,006	4,021	0	29-Jun-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	221,921	4,179	0	1-Jul-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	220,113	3,873	0	3-Jul-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	218,265	3,369	0	9-Jul-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	222,663	3,100	0	18-Jul-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	227,343	2,984	0	21-Jul-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	228,096	2,961	0	22-Jul-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	226,251	2,820	0	24-Jul-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	222,651	2,476	0	29-Jul-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	217,586	2,547	0	2-Aug-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	213,220	2,541	0	16-Aug-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	181,212		0	24-Oct-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	194,205	3,842	0	8-Nov-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	201,887	5,007	0	16-Nov-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	205,023	4,213	0	23-Nov-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	204,534	4,633	0	25-Nov-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	212,666	4,594	0	3-Dec-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	211,163	4,474	0	4-Dec-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	211,163	4,474	0	5-Dec-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	213,627	4,641	0	7-Dec-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	214,600	4,816	0	8-Dec-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	216,545	4,727	0	9-Dec-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	217,486	4,249	0	10-Dec-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	217,972	4,261	0	11-Dec-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	217,972	4,261	0	12-Dec-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	217,972	4,261	0	13-Dec-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	218,657	4,259	0	14-Dec-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	222,024	4,401	0	15-Dec-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	222,474	4,459	0	16-Dec-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	224,810	4,487	0	18-Dec-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	225,497	4,608	0	19-Dec-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	225,187	4,610	0	20-Dec-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	225,187	4,610	0	21-Dec-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	228,940	4,818	0	22-Dec-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	228,940	4,818	0	23-Dec-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	231,715	4,163	0	24-Dec-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	231,758	4,021	0	25-Dec-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	236,512	4,215	0	26-Dec-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	241,357	4,080	0	27-Dec-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	255,155	4,173	0	28-Dec-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	259,732	4,187	0	29-Dec-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	264,863	4,188	0	30-Dec-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	264,469	4,069	0	31-Dec-10
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	264,471	3,922	0	1-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	271,883	3,872	0	2-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	270,612	3,779	0	3-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	273,705	3,841	0	4-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	281,921	3,941	0	5-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	289,970	3,885	0	6-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	296,046	3,952	0	7-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	300,293	3,970	0	8-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	302,949	4,091	0	9-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	303,937	4,230	0	10-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	304,738	4,205	0	11-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	302,489	4,164	0	12-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	310,671	4,129	0	15-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	310,800	4,112	0	16-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	311,288	4,179	0	17-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	313,595	4,094	0	18-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	314,931	4,195	0	19-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	313,956	4,383	0	20-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	316,287	4,348	0	21-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	315,364	4,357	0	22-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	314,065	4,778	0	23-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	311,788	4,846	0	24-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	309,407	4,730	0	25-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	313,902	4,636	0	26-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	313,560	4,687	0	27-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	312,292	4,468	0	28-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	312,899	4,457	14,556	29-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	310,402	4,356	14,580	30-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	309,634	4,662	11,212	31-Jan-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	311,989	4,841	11,195	1-Feb-11
<a href="http://www.alexa.com/siteinfo/saints.com.au">http://www.alexa.com/siteinfo/saints.com.au</a>	313,520	4,783	11,234	2-Feb-11



# Alexa

On November 8, 2010, Alexa described visitors to the saints.com.au:

There are 194,204 sites with a better three-month global Alexa traffic rank than Saints.com.au. Its visitors view an average of 2.1 unique pages per day. Almost all this site's visitors are in Australia, where it has attained a traffic rank of 3,842. It belongs to the "St. Kilda Saints" category. Compared with internet averages, Saints.com.au's users tend to be aged under 25 and 35–45, and they tend to be childless men earning over \$60,000 who browse from work.

On November 23, 2010, Alexa described visitors to the saints.com.au:

There are 205,022 sites with a better three-month global Alexa traffic rank than Saints.com.au. Its visitors view an average of 2.1 unique pages per day. Almost all this site's visitors are in Australia, where it has attained a traffic rank of 4,213. It belongs to the "St. Kilda Saints" category. Compared with internet averages, Saints.com.au's users tend to be aged under 25 and 35–45, and they tend to be childless men earning over \$60,000 who browse from work.

On November 25, 2010, Alexa described visitors to the saints.com.au:

There are 204,533 sites with a better three-month global Alexa traffic rank than Saints.com.au. About 9% of visits to the site are referred by search engines. Relative to the overall population of internet users, the site's audience tends to be aged under 25 and 35–45; it also appeals more to childless men earning over \$60,000 who browse from work. Saints.com.au is in the "St. Kilda Saints" category of websites. Roughly 47% of visits to it are bounces (one pageview only).

On December 3, 2010, Alexa described visitors to the saints.com.au:

There are 212,665 sites with a better three-month global Alexa traffic rank than Saints.com.au. About 9% of visits to the site are referred by search engines. Relative to the overall population of internet users, the site's audience tends to be aged under 25 and 35–45; it also appeals more to childless men earning over \$60,000 who browse from work. Saints.com.au is in the "St. Kilda Saints" category of websites. Roughly 47% of visits to it are bounces (one pageview only).

On December 11, 2010, Alexa described visitors to the saints.com.au:

There are 217,971 sites with a better three-month global Alexa traffic rank than Saints.com.au. About 9% of visits to the site are referred by search engines. Compared with all internet users, the site's audience tends to be both uneducated and highly educated; they are also disproportionately higher-income, childless people aged under 25 and 35–45 who browse from work. Saints.com.au is in the "St. Kilda Saints" category of sites. Roughly 46% of visits to it are bounces (one pageview only).





# Alexa

On December 21, 2010, Alexa described visitors to the saints.com.au:

There are 225,186 sites with a better three-month global Alexa traffic rank than Saints.com.au. About 9% of visits to the site are referred by search engines. Compared with all internet users, the site's audience tends to be both uneducated and highly educated; they are also disproportionately higher-income, childless people aged under 25 and 35–45 who browse from work. Saints.com.au is in the "St. Kilda Saints" category of sites. Roughly 46% of visits to it are bounces (one pageview only).

On December 24, 2010, Alexa described visitors to the saints.com.au:

There are 231,714 sites with a better three-month global Alexa traffic rank than Saints.com.au. About 9% of visits to the site are referred by search engines. Compared with all internet users, the site's audience tends to be both uneducated and highly educated; they are also disproportionately higher-income, childless people aged under 25 and 35–45 who browse from work. Saints.com.au is in the "St. Kilda Saints" category of sites. Roughly 48% of visits to it are bounces (one pageview only).

On December 29, 2010, Alexa described visitors to the saints.com.au:

There are 259,731 sites with a better three-month global Alexa traffic rank than Saints.com.au. About 7% of visits to the site are referred by search engines. Compared with all internet users, the site's audience tends to be both uneducated and highly educated; they are also disproportionately higher-income, childless people aged under 25 and 35–45 who browse from work. Saints.com.au is in the "St. Kilda Saints" category of sites. Roughly 49% of visits to it are bounces (one pageview only).

On January 2, 2011, Alexa described visitors to the saints.com.au:

There are 271,882 sites with a better three-month global Alexa traffic rank than Saints.com.au. About 6% of visits to the site are referred by search engines. Compared with all internet users, the site's audience tends to be both uneducated and highly educated; they are also disproportionately higher-income, childless people aged under 25 and 35–45 who browse from work. Saints.com.au is in the "St. Kilda Saints" category of sites. Roughly 50% of visits to it are bounces (one pageview only).





# Alexa

On January 11, 2011, Alexa described visitors to the saints.com.au:

There are 304,737 sites with a better three-month global Alexa traffic rank than Saints.com.au. About 4% of visits to the site are referred by search engines. Relative to the overall population of internet users, the site's audience tends to be both uneducated and highly educated; it also appeals more to childless men earning over \$60,000 who browse from work. Saints.com.au is in the "St. Kilda Saints" category of websites. Roughly 50% of visits to it are bounces (one pageview only).

On February 2, 2011, Alexa described visitors to the saints.com.au:

There are 313,519 sites with a better three-month global Alexa traffic rank than Saints.com.au. About 5% of visits to the site are referred by search engines. Relative to the overall population of internet users, the site's audience tends to be both uneducated and highly educated; it also appeals more to childless men earning over \$60,000 who browse from work. Saints.com.au is in the "St. Kilda Saints" category of websites. Roughly 48% of visits to it are bounces (one pageview only).



# Alexa

The Alexa page for the St Kilda fansite, Saintsational is at <http://www.alexa.com/siteinfo/saintsational.com>. This page has been checked on selected dates for world, Australian and New Zealand rank. During most of January, the site experienced some downtime as a result of database problems.

Alexa	World Rank	Australian Rank	New Zealand Rank	Date collected
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	603,805	10,425		5-Jun-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	569,539	9,353		14-Jun-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	569,049	10,764		18-Jun-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	432,371	13,078		29-Jul-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	437,510	14,026		2-Aug-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	435,013	12,734		16-Aug-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	322,294	7,219		24-Oct-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	344,719	11,944		8-Nov-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	344,471	22,251		16-Nov-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	370,898	11,162		4-Dec-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	370,898	11,162		5-Dec-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	387,167	12,080		7-Dec-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	390,440	12,489	0	8-Dec-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	389,855	12,487	0	9-Dec-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	399,145	12,741	0	10-Dec-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	407,805	13,369	0	11-Dec-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	407,805	13,369	0	12-Dec-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	407,805	13,369	0	13-Dec-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	413,691	14,011	0	14-Dec-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	428,691	15,595	0	15-Dec-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	432,043	16,226	0	16-Dec-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	442,273	16,812	0	18-Dec-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	446,378	17,415	0	19-Dec-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	463,336	20,183	0	20-Dec-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	463,336	20,183	0	21-Dec-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	486,624	20,434	0	22-Dec-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	486,624	20,434	0	23-Dec-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	517,257	24,068	0	24-Dec-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	514,784	22,837	0	25-Dec-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	521,031	23,746	0	26-Dec-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	530,928	26,093	0	27-Dec-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	530,471	25,866	0	28-Dec-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	551,399	29,409	0	29-Dec-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	567,307	35,010	0	30-Dec-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	572,138	38,889	0	31-Dec-10
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	578,153	38,738	0	1-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	592,081	38,678	0	2-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	597,022	39,514	0	3-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	596,167	39,361	0	4-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	596,935	35,275	0	5-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	613,588	35,348	0	6-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	620,525	35,517	0	7-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	646,788	35,750	0	8-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	657,394	35,802	0	9-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	667,421	35,727	0	10-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	690,216	35,618	0	11-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	691,434	35,477	0	12-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	723,577	30,004	0	15-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	713,965	24,822	0	16-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	729,876	22,975	0	17-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	737,675	22,870	0	18-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	739,421	19,797	0	19-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	758,482	18,970	0	20-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	772,650	19,255	0	21-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	784,267	19,309	0	22-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	774,655	19,221	0	23-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	774,139	20,151	0	24-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	768,246	20,795	0	25-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	755,617	22,015	0	26-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	757,790	20,625	0	27-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	762,006	19,689	0	28-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	758,192	19,671	0	29-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	759,700	18,735	0	30-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	763,010	17,057	0	31-Jan-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	752,594	16,202	0	1-Feb-11
<a href="http://www.alexa.com/siteinfo/saintsational.com">http://www.alexa.com/siteinfo/saintsational.com</a>	752,747	16,207	0	2-Feb-11



# Alexa

On December 11, 2010, Alexa described visitors to saintsational.com:

Saintsational.com is ranked #407,805 in the world according to the three-month Alexa traffic rankings. The site belongs to the "St. Kilda Saints" category. The site has been online for at least eight years. Saintsational.com is relatively popular among users in the cities of Glenroy (where it is ranked #24), Hobart (#64), and Melbourne (#2,159). We estimate that 67% of visitors to the site come from Australia, where it has attained a traffic rank of 13,369.

On December 21, 2010, Alexa described visitors to saintsational.com:

Saintsational.com is ranked #463,336 in the world according to the three-month Alexa traffic rankings. The site belongs to the "St. Kilda Saints" category. The site has been online for at least eight years. Saintsational.com is relatively popular among users in the cities of Glenroy (where it is ranked #24), Hobart (#64), and Melbourne (#2,159). We estimate that 59% of visitors to the site come from Australia, where it has attained a traffic rank of 20,183.

On December 26, 2010, Alexa described visitors to saintsational.com:

Saintsational.com is ranked #521,031 in the world according to the three-month Alexa traffic rankings. The site belongs to the "St. Kilda Saints" category. The site has been online for at least eight years. Saintsational.com is relatively popular among users in the cities of Glenroy (where it is ranked #24), Hobart (#64), and Melbourne (#2,159). We estimate that 54% of visitors to the site come from Australia, where it has attained a traffic rank of 23,746.

On December 30, 2010, Alexa described visitors to saintsational.com:

Saintsational.com is ranked #567,307 in the world according to the three-month Alexa traffic rankings. The site belongs to the "St. Kilda Saints" category. The site has been online for at least eight years. Saintsational.com is relatively popular among users in the cities of Glenroy (where it is ranked #24), Hobart (#64), and Melbourne (#2,159). We estimate that 50% of visitors to the site come from Australia, where it has attained a traffic rank of 35,010.

On January 11, 2011, Alexa described visitors to saintsational.com:

Saintsational.com is ranked #690,216 in the world according to the three-month Alexa traffic rankings. The site belongs to the "St. Kilda Saints" category. The site has been online for at least eight years. Saintsational.com is relatively popular among users in the cities of Glenroy (where it is ranked #24), Hobart (#64), and Melbourne (#2,159). We estimate that 62% of visitors to the site come from Australia, where it has attained a traffic rank of 35,618.

On February 2, 2011, Alexa described visitors to saintsational.com:

Saintsational.com is ranked #752,747 in the world according to the three-month Alexa traffic rankings. The site belongs to the "St. Kilda Saints" category. The site has been online for at least eight years. Saintsational.com is relatively popular among users in the cities of Glenroy (where it is ranked #24), Hobart (#64), and Melbourne (#2,159). We estimate that 82% of visitors to the site come from Australia, where it has attained a traffic rank of 16,207.



# Bebo

Bebo is a social networking site that is popular in Australia, Ireland and the United Kingdom. The site's traffic has been down in the past year or so. It traditionally has has a fairly large contingent of Australian sport fans, with most people being fans of the NRL. It has a smaller population of fans for other sports like the AFL and NBL. There were questions regarding bebo's viability for most of 2010, when there were rumors that the site would be shut down if it failed to find a buyer. This and a variety of other factors, such as the popularity of Facebook and YouTube, have led to a lot of once active users becoming inactive.

Despite the issues regarding inactivity, it is a site worth looking at to begin to give a snapshot of sorts back in time, to understand the size of Australian and Kiwi women's sport fandom four years ago to a year ago, when activity levels dropped off. It might be possible to determine where these fans migrated to by looking at growth on other niche networks, which could be useful for determining engagement strategies. This data can also give an idea as to what was popular. If the comparative levels of interest on other networks are not similar, it could suggest that clubs have failed with their marketing strategies or have found a method to really engage in their audience that other clubs could benefit from.

When looking at bebo, there are a variety of ways to do that. One of the first is to use search result totals, and compare the size of the community to other teams and over time. The second way is to look at the size groups/views for videos. The third way is to look at the demographic data for people who lit the team as an interest.

## *Search: St Kilda Saints*

Interest	People	Video	Music	Groups	Apps	Skins	Date gathered
st kilda saints	13	12	4	4	0	0	24-Oct-10
st. kilda saints	13	12	4	4	0	0	24-Oct-10
st. kilda saints	13	12	4	4	0	0	20-Dec-10
Nick Riewoldt	19	13	13	3	0	0	20-Dec-10
Zac Dawson	7	2	1	1	0	0	21-Dec-10
Nick Del Santo	2	0	0	1	0	0	21-Dec-10
st. kilda saints	13	12	4	4	0	0	21-Dec-10
Nick Riewoldt	19	13	13	3	0	0	21-Dec-10
Nick Del Santo	2	0	0	1	0	0	26-Dec-10
st. kilda saints	13	12	4	4	0	0	26-Dec-10
Nick Riewoldt	19	13	13	3	0	0	26-Dec-10
Zac Dawson	7	2	1	1	0	0	26-Dec-10
Nick Del Santo	2	0	0	1	0	0	28-Dec-10
st. kilda saints	13	12	4	4	0	0	29-Dec-10
st. kilda saints	13	12	4	4	0	0	2-Feb-11
Nick Riewoldt	19	13	13	3	0	0	2-Feb-11
St Kilda	342	187	45	27	0	0	2-Feb-11
Zac Dawson	7	2	1	1	0	0	2-Feb-11



# Bebo

## Videos, Groups, Bands: St Kilda Saints

The following data includes the number of views to videos and members of groups that appeared in St Kilda and Nick Riewoldt related searches.

Group	Type	Total	Loves	Profile vi	Group	Genre	City	Uploaded	Uploader	Description	Date checked
[st] [nrl] [squirts]	Band	4 Fans	0	58	Jun-07	Christian Rap	St Kilda				10-Apr-10
St Kilda FC Supporters Club	Band	2 Fans	0	20	Jun-07		StKilda				10-Apr-10
St Kilda Saints	Group	93 Members	10	450	Oct-07						10-Apr-10
St Kilda Saints	Group	11 Members	3	117	Jul-08						10-Apr-10
St Kilda Football Club	Group	11 Members	2	128	Feb-08						10-Apr-10
the greatest and hardest hit ever	Video	13,839 Viewers						more than a year ago	- RhysyTang	aff nrl nhl nrl bundesliga highlights hard hits hip and shoulder mark specky bump big hard hits hit afl australian rules football fremantle dockers brisbane lions sydney sw...	10-Apr-10
Afl Highlights	Video	1,262 Viewers						more than a year ago	No Name	the ultimate AFL highlight video. please comment hip and shoulder mark specky bump big hard hits hit afl australian rules football fremantle dockers brisbane lions sydney swans...	10-Apr-10
St Kilda Saints 2008 AFL Highlights	Video	350 Viewers						more than a year ago	Dublin Saints	www.saintscentral.c&shy;om.au - The ultimate highlights package of the Saints in 2008 - www.saintscentral.c&shy;om.au	10-Apr-10
St Kilda Saints 2008 AFL Highlights	Video	212 Viewers						more than a year ago	Hully	www.saintscentral.c&shy;om.au - The ultimate highlights package of the Saints in 2008 - www.saintscentral.c&shy;om.au	10-Apr-10
Rock Star- AFL St. Kilda Saints	Video	151 Viewers						more than a year ago	St Kilda Saints	Edited By Shoopdancer - Made for Fun, not Profit Song: &quot;Rock Star&quot;- N.E.R.D. Fandom: AFL Program Used: Sony Vegas Movie Studios 6 Description: Soft Saints? No chance. SLKilda...	10-Apr-10
Tribute to St Kilda&39;s Captain NICK RIEWOLDT	Video	119 Viewers						more than a year ago	Slatts	AFL Action &amp; Promotional Pictures of SAINTS Blonde Bombshell Nick Riewoldt with the song &quot;Girfriend&quot; by Avril Lavigne For &quot;Emma&quot; Nick is her favourite SAINT Nick Riewol...	10-Apr-10
the greatest and hardest hit ever	Video	95 Viewers						more than a year ago	No Name	aff nrl nhl nrl bundesliga highlights hard hits hip and shoulder mark specky bump big hard hits hit afl australian rules football fremantle dockers brisbane lions sydney sw...	10-Apr-10
West Coast Eagles v St. Kilda Saints	Video	66 Viewers						more than a year ago	Neil Sherwin	Brad Ebert kicks a goal for the Eagles right on the siren at the end of the first quarter. Eagles went on to win by 17 points.	10-Apr-10
AFL at its best - Marks, Goals, Hits of the last 5 years	Video	37 Viewers						more than a year ago	No Name	Aussie Rules highlights, includes: Riewoldt Mark, Pickett Bumps, Wells Goal, Pavlich Goal, McPharlin Mark, Holland Bump, Thomas Goal (Unpaid), Davey Goal, McVeigh Mark, Fletcher...	10-Apr-10
AFL at its best - Marks, Goals, Hits of the last 5 years	Video	20 Viewers						more than a year ago	Daniel Quinlan	Aussie Rules highlights, includes: Riewoldt Mark, Pickett Bumps, Wells Goal, Pavlich Goal, McPharlin Mark, Holland Bump, Thomas Goal (Unpaid), Davey Goal, McVeigh Mark, Fletcher...	10-Apr-10
When the Saints Marched Over 2009 ...	Video	17 Viewers						182 days ago	Jake	No matter what happens in the Grand Final, 2009 was a year to remember for the players and fans of the St. Kilda Saints Football Club. Music: &quot;Ornament/The Last Wongs&quot; by O...	10-Apr-10
Saints Tribute Video	Video	2 Viewers						341 days ago	Netra	Here&39;s a video tributing the St Kilda FC and it&39;s awesome loyal fans. Go the saints!	10-Apr-10
Nick Riewoldt	Band	158 Fans				Electro	Melbourne				20-Dec-10
Nick Riewoldt	Band	11 Fans				Afro-beat					20-Dec-10
Stephanie McIntosh	Band	117 Fans				Pop	Melbourne				20-Dec-10
Stephanie McIntosh Fan Club	Band	26 Fans				Classic Rock	Melbourne,Australia				20-Dec-10
stephanie McIntosh	Band	21 Fans				Rock	Malvern				20-Dec-10
Stephanie McIntosh	Band	15 Fans				Rock	Malvern				20-Dec-10
Stephanie McIntosh	Band	16 Fans				Pop	Malvern,Victoria				20-Dec-10
...:.(stephanie•mcintosh)•*...	Band	14 Fans				SyDnEy					20-Dec-10
Stephanie McIntosh	Band	13 Fans				Glam					20-Dec-10
Stephanie McIntosh	Band	12 Fans				Pop	Victoria				20-Dec-10
Stephanie McIntosh	Band	2 Fans				Pop	Malvern				20-Dec-10
Stephanie McIntosh	Band	1 Fans				Pop	Sydney				20-Dec-10
Stephanie McIntosh	Band	0 Fans				Pop	Malvern				20-Dec-10
Afl Hotties	Group	7 Members									20-Dec-10
Steph McIntosh	Group	1 Members									20-Dec-10
Stephanie McIntosh 123	Group	0 Members									20-Dec-10
St Kilda Saints	Group	11 Members									20-Dec-10
St Kilda Saints	Group	89 Members									20-Dec-10
official AFL supporters	Group	22 Members									20-Dec-10
St Kilda Football Club	Group	12 Members									20-Dec-10
Nick Riewoldt Mark	Video	0 Viewers								Nick Riewoldt takes a courageous mark running back with the flight of the ball against Sydney in 2004.	20-Dec-10
Tribute to St Kilda&39;s Captain NICK RIEWOLDT	Video	134 Viewers								AFL Action &amp; Promotional Pictures of SAINTS Blonde Bombshell Nick Riewoldt with the song &quot;Girfriend&quot; by Avril Lavigne For &quot;Emma&quot; Nick is her favourite SAINT Nick Riewol...	20-Dec-10
Nick Riewoldt&39;s amazing mark against Sydney	Video	1,511 Viewers									20-Dec-10
Adam Hunter distracting Nick Riewoldt	Video	69 Viewers									20-Dec-10
Brisbane Lions v St. Kilda - Nick Riewoldt Incident - Part 1	Video	0 Viewers									20-Dec-10
Nick Riewoldt&39;s amazing mark against Sydney	Video	307 Viewers									20-Dec-10
Brisbane Lions v St. Kilda - Nick Riewoldt Incident - Part 2	Video	0 Viewers									20-Dec-10
Nick Riewoldt&39;s amazing mark against Sydney	Video	172 Viewers									20-Dec-10
Nick Riewoldt baby at his interview--he bloody looked at me!	Video	15 Viewers								HOT baby HOT	20-Dec-10
footy at melbourne baby-nick riewoldt Ahhh	Video	48 Viewers								AWW	20-Dec-10
the greatest and hardest hit ever	Video	13,839 Viewers								aff nrl nhl nrl bundesliga highlights hard hits hip and shoulder mark specky bump big hard hits hit afl australian rules football fremantle dockers brisbane lions sydney sw...	20-Dec-10
Afl Highlights	Video	1,262 Viewers								the ultimate AFL highlight video. please comment hip and shoulder mark specky bump big hard hits hit afl australian rules football fremantle dockers brisbane lions sydney swans...	20-Dec-10
the greatest and hardest hit ever	Video	95 Viewers								aff nrl nhl nrl bundesliga highlights hard hits hip and shoulder mark specky bump big hard hits hit afl australian rules football fremantle dockers brisbane lions sydney sw...	20-Dec-10



# Bebo

## People: St Kilda Saints

The table below includes the demographic data for people who listed the Saints as an interest on bebo. The December 20 people listed had included Nick Riewoldt as an interest as of that date.

Name	Gender	Age	City	State	Country	Date gathered	Name	Gender	Age	City
Azzman	Male	18	Adelaide	South Aus	Australia	20-Mar-10	Eoin Boyle Aka Tu	Male	23	Bondi Beach
Marie Palframan	Female		Adelaide	South Aus	Australia	20-Mar-10	Terry Connor	Male	28	Ormskirk
Beverly Coulthard	Female	24	Alice Springs	Northern T	Australia	20-Mar-10	Kahlea Amby	Female		Owen
Suzanne Young	Female	28	Altona	Victoria	Australia	20-Mar-10	Brett Nield	Male		Pascoe Val
Connor Brien	Male		Altona	Victoria	Australia	20-Mar-10	Mitchell Stevens	Male	21	Perth
Adele Ramsay	Female		Altona	Victoria	Australia	20-Mar-10	Corey Rodgers	Male	19	Perth
James Cherry	Male	30		Country Ar	Ireland	20-Mar-10	Jamie Graves	Male		Perth
Brendon Matthews	Male				New Zealand	20-Mar-10	Old Fart	Male		Perthshire
Glenn Healey	Male	29	Ashburton	Victoria	Australia	20-Mar-10	Ian Gellatly	Male		Point Cook
Prue Petchey	Female	25	Aspendale	Victoria	Australia	20-Mar-10	Laura Scarlett	Female	26	Portadown
Mikayla Thomas	Female		Aspendale	Victoria	Australia	20-Mar-10	Lori♥ Walker♥	Female	19	
Nardene Smith	Female	26	Auckland	Auckland	New Zealand	20-Mar-10	Jeze	Female	20	
Jucy Lucy NZ	Female		Auckland	Auckland	New Zealand	20-Mar-10	Lionel Eruera	Male	40	Ratana
Ben F	Male	24	Auckland	Auckland	New Zealand	20-Mar-10	Marky Boy	Male	29	Romford
Juvile	Female		Auckland	Auckland	New Zealand	20-Mar-10	ADRONKEZBO	Female	19	Rosefield
Claire Marshall	Female	18	Auckland	Auckland	New Zealand	20-Mar-10	Marcus Looney	Male	26	Sallins
Tyronne Macky Weerasa	Male				Australia	20-Mar-10	Michelle	Female	23	Sanibel Isla
Flo	Female	21	Bacchus Marsh	Victoria	Australia	20-Mar-10	Erin McBride	Female		Seaford
Jason McCarthy	Male	26	Macroom	County Co	Ireland	20-Mar-10	Aaron Burman	Male	23	South Mora
Samantha Barry	Female	28	Bantry	County Co	Ireland	20-Mar-10	Laura Doohan	Female	27	St Kilda
Ciara Byrne	Female	22	Ballyduff	County Wa	Ireland	20-Mar-10	Lottie Consalvo	Female	24	St Kilda
Eleanor Twohig	Female		St Kilda	Victoria	Australia	20-Mar-10	Moir	Female	27	St Kilda
Tania Curtis	Female		Beaconsfield	Victoria	Australia	20-Mar-10	BIDDLE	Male	20	St Kilda
Anne Binks	Female	23	Melbourne	Victoria	Australia	20-Mar-10	Colin Smith	Male		St Kilda
Dean Wilson	Male		Bonbeach	Victoria	Australia	20-Mar-10	TRipper	Male	19	St Kilda
Joshua Bell	Male	95	Brahma Lodge	South Aus	Australia	20-Mar-10	Lynda	Female		St Kilda
Aynslee Ryan	Female	18	Brisbane	Queenslan	Australia	20-Mar-10	Jarrodkristie I	Female		St Kilda
Darren Morrison	Male	18	Broadmeadows	Victoria	Australia	20-Mar-10	Alison Milligan	Female		St Kilda
NaBi	Male	27	Bundoora	Victoria	Australia	20-Mar-10	Brooke Price	Female	27	St Kilda
Ron S	Male	73	Byron Bay	New South	Australia	20-Mar-10	Shawn Haywood	Male	34	St Kilda
Muffdiz	Male	26	Caboolture	Queenslan	Australia	20-Mar-10	Louis Stevenson	Male	18	St Kilda
Paddy D	Male	33	Camlough	County An	Northern Ireland	20-Mar-10	Dean McCormack	Male	23	St Kilda
Ciara L	Female	26			Canada	20-Mar-10	Hazy	Female	80	St Kilda
Gersty	Male	18	Canberra	Australian	Australia	20-Mar-10	Amy Rats	Female	21	St Kilda
Kiera Fisher	Female	23				20-Mar-10	Greg Inglis	Male		St Kilda
Vicky White	Female	28	Chippenham	England	United Kingdom	20-Mar-10	Tiffany A	Female	40	St Kilda
Tanz	Female	23	Christchurch	Canterbury	New Zealand	20-Mar-10	Lisa F	Female	30	St Kilda
Sam M	Male	28	Christchurch	Canterbury	New Zealand	20-Mar-10	Rhonda Civic Type	Female	22	St Kilda
Laurin T	Female	57	Churchill	Victoria	Australia	20-Mar-10	Trigger Travis	Male	25	St Kilda
Kirsty	Female	24	Clifton	Queenslan	Australia	20-Mar-10	.ll.l.l.l.. bOunce tO	Male	18	Sunshine
Jen Laffan	Female	24	Cloyne	County Co	Ireland	20-Mar-10	Stella Paris	Female	20	Sunshine
Laura Hedderman	Female	28	Cork	County Co	Ireland	20-Mar-10	Travellersxpress	Male		Sydney
Regina O Mahony	Female		Cork	County Co	Ireland	20-Mar-10	Llachlan Ww	Male		Sydney
Tara Miller	Female	24	Cowra	New South	Australia	20-Mar-10	«†=-=RYan=-=†«	Male	18	Sydney
Clinton Zhang	Male	21	Croydon Park	South Aus	Australia	20-Mar-10	Sam Fisher	Male		Sydney
Vintage Glamour	Female		Darwin	Northern T	Australia	20-Mar-10	Coinneach Pesh	Male	36	Tarbert
Cheryllee Webb	Female	47	Darwin	Northern T	Australia	20-Mar-10	Ct	Male		Taupo
Isaac Dunstan	Male	22	Darwin	Northern T	Australia	20-Mar-10	Ryan Locke	Male	24	Taupo
Sarah Woulleman	Female	20	Devonport	Tasmania	Australia	20-Mar-10	Todd B	Male	24	Tauranga
Mark Tune	Male	26	Doncaster	Victoria	Australia	20-Mar-10	Edwin Faulkner	Male	33	Tauranga
Robbo	Male	27	Londonderry	County De	Northern Ireland	20-Mar-10	Andrew Wood	Male	32	Tauranga
John Byrne	Male	26	Downings	County Do	Ireland	20-Mar-10	Verity Hayward	Female	30	Devon Meac
Bradley Adamson	Male	20	Dripstone	Wellington	New Zealand	20-Mar-10	Chris Judd	Male		Temora



# BlackPlanet

BlackPlanet is a small social networked targeted at African Americans. There is a small community of Australian sport fans on the site. They tend to prefer rugby. The development of a large Australian and Kiwi sport community on the site is probably hampered by the tiny community size and lack of people who identify as black in the sense that would be accepted on the network. Even if there was a desire to foster additional sport and rugby interest on this network, there is not likely the onsite population to make it happen. The table below gives an idea as to the total members listing St Kilda related interests by date.

Interest	Total Member	Checked
Nick Riewoldt	0	20-Dec-10
Zac Dawson	0	21-Dec-10
Nick Del Santo	0	21-Dec-10
St Kilda Saints	0	21-Dec-10
Nick Riewoldt	0	21-Dec-10
Nick Riewoldt	0	26-Dec-10
Zac Dawson	0	26-Dec-10
Nick Del Santo	0	26-Dec-10
St Kilda Saints	0	26-Dec-10
Nick Riewoldt	0	26-Dec-10
Nick Riewoldt	0	28-Dec-10
Zac Dawson	0	28-Dec-10
Nick Del Santo	0	28-Dec-10
St Kilda Saints	0	28-Dec-10
Nick Riewoldt	0	29-Dec-10
St Kilda Saints	0	31-Dec-10
St Kilda	0	31-Dec-10
Nick Riewoldt	0	3-Feb-11
Zac Dawson	0	3-Feb-11
Nick Del Santo	0	3-Feb-11
St Kilda Saints	0	3-Feb-11
St Kilda	0	3-Feb-11

The chart below provides demographic data about people who list the AFL as an interest on BlackPlanet.

Name	Location	Gender	Age	Date
benall	Atlanta, GA	Male	42	7-Dec-10
black_jipple_99	Australia	Female	Age Private	7-Dec-10
tracetraceau	San Francisco, CA	Female	37	7-Dec-10
sjeter	Columbus, OH	Male	44	7-Dec-10
redvirgo89	Tulsa, OK	Male	21	3-Feb-11
Blackfella	Pine Bluff, AR	Male	30	3-Feb-11
benall	Atlanta, GA	Male	42	3-Feb-11
black_jipple_99	Australia	Female	Age Private	3-Feb-11
tracetraceau	San Francisco, CA	Female	37	3-Feb-11

# BlackPlanet

To provide additional perspective as to how St Kilda fits into the picture of the AFL fan community on BlackPlanet, the table below contains the number of users who list other AFL related interests by date.

Team	Interest	Total Members	Checked
Western Bulldogs	Western Bulldogs	0	24-Jun-10
Port Adelaide Power	Port Adelaide	0	9-Jul-10
Port Adelaide Power	Port Adelaide Power	0	9-Jul-10
Essendon Bombers	Essendon Bombers	0	24-Aug-10
Port Adelaide Power	Port Adelaide	0	11-Nov-10
Port Adelaide Power	Port Adelaide Power	0	11-Nov-10
Collingwood Magpies	Collingwood	0	11-Nov-10
Collingwood Magpies	Collingwood Magpies	0	11-Nov-10
Hawthorn Hawks	Hawthorn	3	11-Nov-10
Hawthorn Hawks	Hawthorn Hawks	0	11-Nov-10
Greater Western Sydney	Team GWS	0	16-Nov-10
Greater Western Sydney	Greater Western Sydney	0	16-Nov-10
Greater Western Sydney	Western Sydney Football Club	0	16-Nov-10
Gold Coast Football Club	Gold Coast Suns	0	16-Nov-10
Greater Western Sydney	Team GWS	0	17-Nov-10
Greater Western Sydney	Greater Western Sydney	0	17-Nov-10
Western Sydney Football Club	Western Sydney Football Club	0	17-Nov-10
Greater Western Sydney	GWS Giants	0	17-Nov-10
Greater Western Sydney	Giants Football Club	1	17-Nov-10
Greater Western Sydney	Team GWS	0	19-Nov-10
Greater Western Sydney	Team GWS	0	23-Nov-10
Greater Western Sydney	Greater Western Sydney	0	23-Nov-10
Greater Western Sydney	Western Sydney Football Club	0	23-Nov-10
Greater Western Sydney	GWS Giants	0	23-Nov-10
Greater Western Sydney	Giants Football Club	1	23-Nov-10
AFL	AFL	4	7-Dec-10
Greater Western Sydney	Team GWS	0	26-Dec-10
AFL	AFL	4	26-Dec-10
Greater Western Sydney	Team GWS	0	28-Dec-10
AFL	AFL	4	28-Dec-10
AFL	AFL	4	31-Dec-10
Greater Western Sydney	Team GWS	0	31-Dec-10
Port Adelaide Power	Port Adelaide	0	31-Dec-10
Port Adelaide Power	Port Adelaide Power	0	31-Dec-10
Collingwood Magpies	Collingwood	0	31-Dec-10
Collingwood Magpies	Collingwood Magpies	0	31-Dec-10
Hawthorn Hawks	Hawthorn	3	31-Dec-10
Hawthorn Hawks	Hawthorn Hawks	0	31-Dec-10
Greater Western Sydney	Greater Western Sydney	0	31-Dec-10
Greater Western Sydney	Western Sydney Football Club	0	31-Dec-10
Gold Coast Football Club	Gold Coast Suns	0	31-Dec-10
Greater Western Sydney	Team GWS	0	3-Feb-11
AFL	AFL	5	3-Feb-11
Hawthorn Hawks	Hawthorn	3	3-Feb-11
Gold Coast Football Club	Gold Coast Suns	0	3-Feb-11
Western Bulldogs	Western Bulldogs	0	3-Feb-11



# blogger

blogger is a popular blog hosting site. Many popular Australian and sports blogs use it. In the United States, the site also has high press visibility because of its inclusion in Google's blog search and the number of journalists using Google Alerts, which pulls its notifications from Google's blog search. The reliance on blogspot has been decreasing as people have eased away from blogging or switched to Facebook, Twitter and Tumblr. The Australian sport population is smaller than that of Bebo but larger than that of 43 Things. For example, Collingwood had 68 fans on bebo and 7 people with Collingwood related goals on 43 Things. Blogger has 22.

Beyond the press reliance on using blogger as a source, another thing that makes a blogger audience desirable is that the format encourages people to write more. That additional content should encourage people to be more thoughtful and create dialogs around the team that they are blogging about. Theoretically, the longer and more prolonged the engagement that fans have regarding their team, the more likely they are to reaffirm their relationship with the team.

The blogger audience for AFL teams tend to not fit with historical characteristics of the fanbase as males appear to be over represented for some teams. The number of women who list St Kilda as an interest is above the described level of historical fan support by women. This number is out of sync with other networks such as Facebook.

There are two ways to look blogger. The first is the historical growth of people listing the team as an interest. (Example profile interest search page: <http://www.blogger.com/profile-find.g?t=i&q=St+Kilda+Saints> ) The other way is to look at the demographic details of people who list the team as an interest. Each type provides a different type of insight into how the site can be used by clubs.





# blogger

The table below contains the total number of people who list the specified interest as an interest on blogger by date.

Interest	Number	Date gathered
St. Kilda Saints	1	22-Jun-10
Nick Riewoldt	1	20-Dec-10
St. Kilda Saints	1	20-Dec-10
Nick Dal Santo	0	20-Dec-10
St Kilda	14	20-Dec-10
Zac Dawson	0	21-Dec-10
Nick Dal Santo	0	21-Dec-10
St Kilda Saints	1	21-Dec-10
Nick Riewoldt	1	21-Dec-10
St. Kilda Saints	1	21-Dec-10
St Kilda	14	21-Dec-10
Nick Riewoldt	1	26-Dec-10
St. Kilda Saints	1	26-Dec-10
St Kilda	14	26-Dec-10
Zac Dawson	0	26-Dec-10
Nick Dal Santo	0	26-Dec-10
St Kilda Football Club	6	26-Dec-10
Go St Kilda	1	26-Dec-10
Nick Riewoldt	1	28-Dec-10
St. Kilda Saints	1	28-Dec-10
St Kilda	14	28-Dec-10
Zac Dawson	0	28-Dec-10
Nick Dal Santo	0	28-Dec-10
St Kilda Football Club	6	28-Dec-10
Go St Kilda	1	28-Dec-10
Nick Riewoldt	1	3-Jan-11
St. Kilda Saints	1	3-Jan-11
St Kilda	14	3-Jan-11
Zac Dawson	0	3-Jan-11
Nick Dal Santo	0	3-Jan-11
St Kilda Football Club	7	3-Jan-11
Go St Kilda	1	3-Jan-11
Nick Riewoldt	1	3-Feb-11
St. Kilda Saints	1	3-Feb-11
St Kilda	14	3-Feb-11
Zac Dawson	0	3-Feb-11
Nick Dal Santo	0	3-Feb-11
St Kilda Football Club	7	3-Feb-11
Go St Kilda	1	3-Feb-11
Sam Gilbert	0	3-Feb-11





# blogger

The table below contains the demographic information for blogger users who list the team as an interest. This data dates to February 3, 2011.

Name	Age	Gender	Sign	City	State	Country
morgan29						
Kelpies Travel				Melbourne	Victoria	Australia
Muzza	22 year old	male	Capricorn	Perth	Western Australia	Australia
Julietta Jameson	female		Capricorn	Sydney	New South Wales	Australia
Jo	40 year old	female	Capricorn	Melbourne	Victoria	Australia
Mr. Sidhom	34 year old	male	Leo	Melbourne	Victoria	Australia
Saints fan	30 year old	male	Aquarius	Melbourne	Victoria	Australia
thisisme	254 year old	female	Capricorn	Melbourne	Victoria	Australia
BHHCCC	48 year old	male		Mansfield	Victoria	Australia
Robert Apps	48 year old	male	Sagittarius	South Yarra	Victoria	Australia
morgansphotography						
Sharon		female		Melbourne	Victoria	Australia
lucylovescrafts		female				
morgan29						
Amy Hawley	26 year old	female		Melbourne	Victoria	Australia
Mick						
In Spirit and Truth				Portsoy	Scotland	United Kingdom
ashlea	19 year old	female	Cancer	Frankston	Victoria	Australia
Kick Pleat				Austin	Texas	United States
Michelle	23 year old	female	Taurus			Australia
john lilley	male			Canberra	Australian Capital Territory	Australia
saintnick12	male			St Kilda	Victoria	Australia
cordeaux	male			Glasgow	Scotland	United Kingdom
Inaudible Melody	27 year old	female	Cancer	Melbourne	Victoria	Australia





## care2

care2 is a small social network dedicated to people who are interested in making a difference. There is a small population of Australians and Australian sport fans on the network. The network is interesting because it allows its users to blog, create petitions, join groups and upload photos. Despite being a niche network for activist, it has all the features that most social networks have and its users take advantage of them to post about their own interests. The type of user here is different than some of the other types of fans online and given their activist interest, they might be worth courting as they may provide positive brand associations if their activist work matches with the philosophy of the team.

There are several ways to look at Care2's community. The first is to look at the total search results for the categories that Care2 provides. This can be found in the table below.

Keyword	Petitions	Discussions	Members	Groups	Photos	Blogs	Healthy Living	Ecards	Date checked
Nick Riewoldt	0	0	0	0	0	2	0	0	20-Dec-10
St. Kilda Saints	0	0	2	0	0	24	0	0	20-Dec-10
"Nick Dal Santo"	0	0	0	0	0	0	0	0	20-Dec-10
Nick Riewoldt	0	0	2	0	0	0	0	0	26-Dec-10
St. Kilda Saints	0	0	2	0	0	24	0	0	26-Dec-10
Zac Dawson	1	1	0	0	0	0	0	0	26-Dec-10
Nick Dal Santo	0	0	1	0	0	1	0	0	26-Dec-10
"Zac Dawson"	0	0	0	0	0	0	0	0	26-Dec-10
"Nick Dal Santo"	0	0	0	0	0	0	0	0	26-Dec-10
Nick Riewoldt	0	0	0	0	0	2	0	0	3-Feb-11
St. Kilda Saints	0	0	3	0	0	10	0	0	3-Feb-11
Zac Dawson	0	0	1	0	0	0	0	0	3-Feb-11
Nick Dal Santo	0	0	0	0	0	0	0	0	3-Feb-11
"Zac Dawson"	0	0	0	0	0	0	0	0	3-Feb-11
"Nick Dal Santo"	0	0	0	0	0	0	0	0	3-Feb-11

Another way to look at Care2 involved the demographic details of the people who list a club as an interest. This can be found in the table below. This data suggests a potential spam element may be at play. User names may be the same but the user ids are different and the accounts are not located in an area where there is high internet usage and a traditional fanbase for the AFL and the St Kilda Saints.

User	Country	Gender	Age	Birthdate	Joined
Ferdin Khan	Bangladesh	Male	29	2-Feb-82	14-Aug-10
Zogen A.	Bangladesh	Male	30	9-Jun-80	23-Jul-10
Zogen A.	Bangladesh	Male	30	9-Jun-80	23-Jul-10



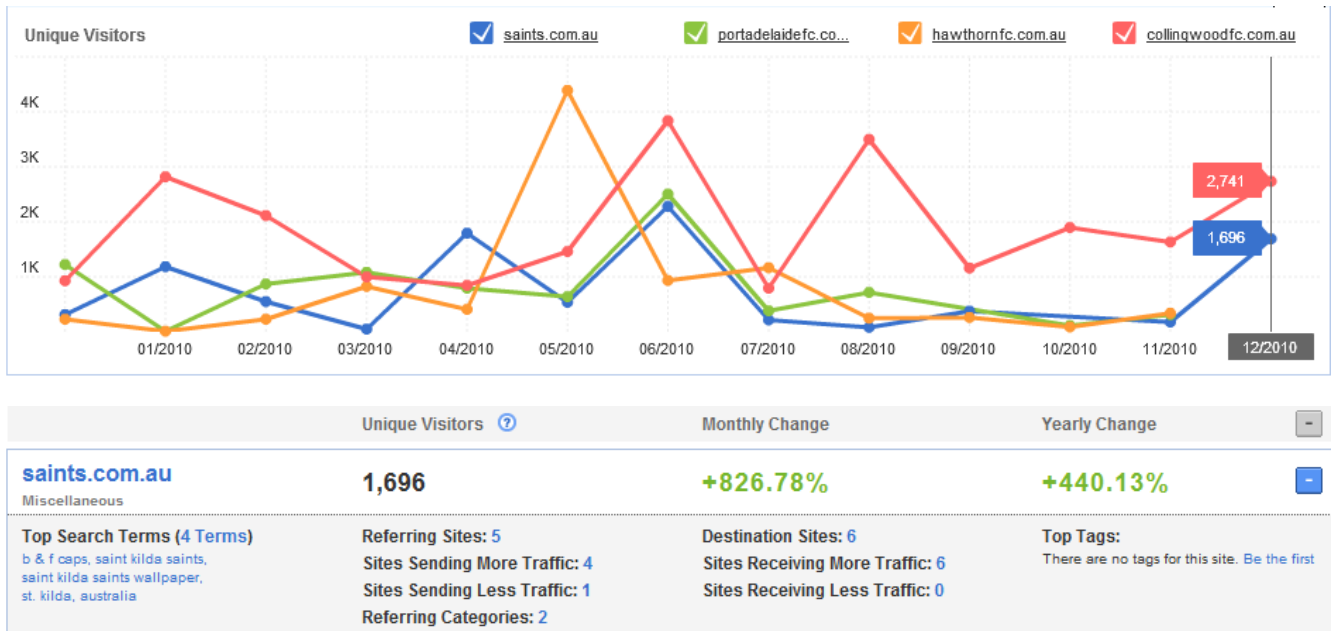
# Compete

Compete is an analytics company similar to Alexa. It also collects information from user installed toolbars to calculate how many estimated unique visitors sites get each months. Compete's calculations are based on US visitors only. Given that, it has limited usage for Australian sport teams. It's best usage potential is likely for individual athletes who have sponsorship deals. In this context, the athlete's reach in the American market can begin to be understood, especially in the context of other athletes from around the world that compete in the same sport and with all Australian athletes. This thinking is born out when traffic stats are looked at for female Australian athletes. The Australian tennis player, Sam Stosur, has the most American traffic of five female Australian athletes looked at. Her traffic peaked during the northern Summer and when most of the tennis competitions were going on.

The major problem with this thinking is that AFL and St Kilda players do not have high visibility personal and fansites websites. The AFL also does not appear to allow individual players to sign major sponsorship deals, or, if they do, these sponsorship deals do not lead to high profile status that athletes like Ian Thorpe and Sam Stosur enjoy. These two things limit some of the usefulness of Compete.

Another potential use for Compete would involve the AFL trying to leverage that audience to improve the value of television rights or for companies running advertisements during AFL games. If there is a big disconnect between total television viewers, internal website traffic details and compete's measurement of American traffic to AFL websites, it signals areas for growth.

The graph below shows total US visitors to select official AFL sites.



# delicious

delicious is power social bookmarking site. 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 the AFL, Collingwood's website has been bookmarked 62 times and St Kilda's site has been bookmarked 35 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.

There are two easy ways to look at delicious links: Total tag results and social bookmarks for a tag added over time. The total results for St Kilda related searches are in the table below.

Date	Keyword	delicious count
20-Dec-10	AFL Riewoldt	4
23-Dec-10	AFL Riewoldt	5
26-Dec-10	AFL Riewoldt	5
3-Feb-11	AFL Riewoldt	5
23-Dec-10	Nick Dal Santo	1
26-Dec-10	Nick Dal Santo	1
28-Dec-10	Nick Dal Santo	1
3-Feb-11	Nick Dal Santo	1
20-Dec-10	Nick Riewoldt	4
23-Dec-10	Nick Riewoldt	5
26-Dec-10	Nick Riewoldt	6
3-Feb-11	Nick Riewoldt	6
20-Dec-10	NickRiewoldt	0
23-Dec-10	NickRiewoldt	0
26-Dec-10	NickRiewoldt	0
3-Feb-11	NickRiewoldt	0
3-Feb-11	St Kilda	1125
20-Dec-10	St. Kilda Saints	41
23-Dec-10	St. Kilda Saints	41
26-Dec-10	St. Kilda Saints	41
3-Feb-11	St. Kilda Saints	41
3-Feb-11	StKilda	214
3-Feb-11	StKildaSaints	41
23-Dec-10	Zac Dawson	1
26-Dec-10	Zac Dawson	1
3-Feb-11	Zac Dawson	1

The graph below shows the volume of bookmarking over time using the StKilda tag for St Kilda. This graph is generated by delicious.





# delicious

The screenshot below was generate by delicious on February 3, 2011. It includes a list of all the tags used to bookmark [www.saints.com.au](http://www.saints.com.au) . The table below and to the right includes the dates that people bookmarked the Saint's site.

▼ Top Tags	
saints	10
footy	9
afl	9
sport	8
football	8
kilda	5
sports	3
st	3
stkilda	2
saint	1
saints,	1
st.kilda	1
rexs_space	1
toolbar_home	1
personal	1
football,	1
clubs	1
afl-	1
footy,	1
news	1
premiers	1
a.f.l	1
oz	1
read	1

Date	Bookmarked
27-Oct-04	1
7-Aug-05	1
31-Dec-05	1
30-Jan-06	1
28-Jan-07	1
24-Feb-07	1
30-Mar-07	1
23-May-07	1
24-Jun-07	1
15-Jul-07	1
5-Aug-07	1
20-Aug-07	1
18-Sep-07	1
30-Sep-07	1
3-Mar-08	1
6-Mar-08	1
8-Apr-08	1
19-May-08	1
8-Jul-08	1
21-Jul-08	1
25-Jul-08	1
30-Jul-08	1
3-Aug-08	1
19-Nov-08	1
31-Dec-08	1
4-Feb-09	1
24-May-09	1
27-May-09	1
27-Jul-09	1
10-Aug-09	1
12-Aug-09	1
14-Aug-09	1
17-Aug-09	1
9-Sep-09	1





# digg

digg is similar to social news. Users submit links. Then other users can “digg” the links to indicate that they like them or thumb down the links if they do not. The more “diggings” a link gets, the greater its visibility is on the site. If it gets enough likes, it may be featured on the front page. Being featured on the front page is considered highly desirable by many sites as it means a lot of traffic that they might not get otherwise.

According to Alexa on November 27, digg ranks 103 in Australia. The AFL appears to have an official digg account, which they use to promote some of the articles that appear on their site. Despite these two favorables, digg does not appear to play an important role in Australia's sport fandom picture. Over in the NRL, when the Joel Monaghan story broke, it wasn't Australians who submitted links to digg about it; rather, articles were submitted by Americans, a Kiwi and an Indonesian. Similarly, two of the three links found for the ACT Brumbies were submitted by South Africans; only one was submitted by an Australian. In a sample of around 200 unique Australian sport related digg submitted links, the average story had only 2.7 diggs, and median and mode of 1 digg per article. Australian sport related articles are just not getting much attention on the site. This reinforces the view that digg does not have a large, active community of sport fans despite its popularity in Australia.

The links for Australian team sports fall into two general categories: 1) Where to watch the games streaming. 2) Team profiles and game news. The type of link submitted was based on who was submitting it. In both cases, the links were posted during the W-League season, which suggests that interest in mentioning the league is not maintained during the off season.

One of the easiest way to find AFL related links submitted on digg is to find a user who has submitted one link, and then see what else the user has submitted. The timeline of links being submitted often suggests that the digg users who posted them were posting them as part of a large digg submission effort: The digg submissions do not appear to be spread out over the season but as digg does not always show submissions beyond the last 30 days, this is hard to verify based on information provided on the profile. If this pattern really is true, it suggests other fundamental problems with the Australian and Kiwi sport community on digg. Namely, it suggests that people are less interested in long term promotion of AFL but are focused on one off promotion of their sites to improve their own site's visibility. They are not necessarily interested in promoting the AFL, Aussie rules football and sport in a wider context.

There are three ways to track digg: Total search results, individual digg submission stats by teams, and demographic profile statistics from people who submit a link about a team.





# digg

The table below includes the total search results for keyword searches related to the Saints.

Keyword	Story Results	Profile Results	Date checked
St. Kilda Saints	2455	0	15-Nov-10
"St. Kilda Saints"	27	0	15-Nov-10
"St Kilda" AFL	77	0	15-Nov-10
"St. Kilda Saints"	29	0	23-Dec-10
"Nick Riewoldt"	32	0	23-Dec-10
"Zac Dawson"	3	0	23-Dec-10
"Zac Dawson"	1	0	10-Dec-10
"Nick Dal Santo"	10	0	23-Dec-10
"Nick Dal Santo"	0	0	10-Dec-10
"Nick Dal Santo"	11	0	28-Dec-10
"Nick Dal Santo"	12	0	3-Feb-11
"Zac Dawson"	11	0	3-Feb-11
"St Kilda" AFL	158	0	3-Feb-11
"St. Kilda Saints"	33	0	3-Feb-11
St. Kilda Saints	4363	0	3-Feb-11
"Nick Riewoldt"	54	0	3-Feb-11
"Sam Gilbert"	23	1	3-Feb-11
"St Kilda" New Zealand AFL	20	0	3-Feb-11
"St Kilda" Dawson "New Zealand"	22	0	3-Feb-11

The table below compares the characteristics of Australian digg users who have submitted content related to specific AFL teams. The data was all collected on November 15, 2010.

Team	Math	Followers	Following	Diggs	Daily Diggs	Submissions	Daily Submissions	Comments
West Coast Eagles	Mean	4.357142857	8.357142857	1841.5	0	1845.214286	43.5	0.785714286
	Median	1	0	28.5	0	28.5	0	0
	Mode	0	0	0	0	0	0	0
Port Adelaide Power	Mean	4.2	7.933333333	1737.6	0	1740.333333	40.6	0.933333333
	Median	2	0	29	0	29	0	0
	Mode	0	0	0	0	0	0	0
Collingwood Magpies	Mean	7.692307692	13.92307692	2158.230769	0	1961.923077	42.07692308	11.07692308
	Median	2	0	245	0	88	0	0
	Mode	0	0	#N/A	0	#N/A	0	0
St. Kilda Saints	Mean	28.30769231	23.30769231	2564.153846	0	2226.153846	48.15384615	2.461538462
	Median	6	3	959	0	225	0	0
	Mode	2	0	#N/A	0	#N/A	0	0
Geelong Cats	Mean	3.375	4.25	2805.875	0	2807.25	66.25	0.75
	Median	1.5	0	104	0	81	0	0
	Mode	0	0	#N/A	0	#N/A	0	0





# digg

The table below includes the information about users who have submit St Kilda related links.

The following are people who have submitted links to digg or have dugg about a particular team.											
Username	Location	City	State	Country	Followers	Following	Diggs	Daily Diggs	Submissions	Daily Submissions	Comments
alexagraham					41	154	971	0	842	6	0
betezy					1	1	106	0	101	0	0
bighef					6	0	91	0	88	0	0
bloggerbaby101					3	31	102	0	34	0	3
keithold					21	38	1430	0	315	0	5
larryseely					12	24	245	0	225	2	0
lukez6r	Melbourne, AU	Melbourne	Victoria	Australia	20	3	959	0	103	0	11
newsxmobile					2	0	21253	0	21333	525	0
romancarr8					2	2	3394	0	3405	80	4
rosejam					2	27	0	0	0	0	0
spektra	Australia			Australia	7	1	2280	0	8	0	9
weatherforecas					1	0	1943	0	1956	10	0
WithLeather	City, State				250	22	560	0	530	3	0





# digg

The table below includes the information about link submissions on Digg that relate to St Kilda.

Diggs	Title	Description	Submitted	Submitter	Comments	Checked
2	AFL Round 8 Review	english.ohmynews.com — Hawthorn-St. Kilda match one of the worst in a generation	22-May-07	pickman	0 Comments	15-Nov-10
1	AFL Round 18 Review	english.ohmynews.com — Brisbane the big winners from the St. Kilda-Western Bulldogs draw	7-Aug-07	pickman	0 Comments	14-Nov-10
1	AFL Round 18 Review	english.ohmynews.com — Brisbane the big winners from the St. Kilda-Western Bulldogs draw	7-Aug-07	pickman	0 Comments	15-Nov-10
4	Google "blocks" AFL websites	australianit.news.com.au — ... "If a user searches for an AFL club website on Google (for example, ?saints football club? for St Kilda Football Club), the result for the ...	26-Feb-08	lukezx6r	0 Comments	15-Nov-10
2	Saints claim NAB Cup with five point win over Crows	scopical.com.au — St. Kilda claim first AFL pre-season premiership since 2004 after holding out against the Crows in Adelaide	9-Mar-08	pickman	0 Comments	15-Nov-10
1	Geelong remain unbeaten as Saints falter	scopical.com.au — Reigning AFL premier Geelong expose St. Kilda's lack of a Plan B as the Cats steamrolled the Saints in the third quarter to run out victors	13-Apr-08	pickman	0 Comments	15-Nov-10
1	Collingwood edge out St Kilda in close call	scopical.com.au — Collingwood produce their most important win of the AFL season to date, holding on for a nine point win over the Saints	17-May-08	pickman	0 Comments	15-Nov-10
1	Akermanis' six goals steer Bulldogs to victory over Saints	stream.com.au — The Western Bulldogs have survived a rusty start to dominate the middle two quarters in their 27-point victory over St. Kilda	8-Jun-08	pickman	0 Comments	14-Nov-10
1	Sinner Hall helps Swans cruise past Saints	realfooty.com.au — Big, bad Barry Hall began the long road back to AFL redemption tonight, returning from his infamous moment of madness to help Sydney cruise past St...	15-Jun-08	keithold	0 Comments	15-Nov-10
1	Saints win ugly encounter with Freo	scopical.com.au — St. Kilda keep their AFL finals hopes alive with an 8 point win over Fremantle at Telstra Dome	20-Jun-08	pickman	0 Comments	15-Nov-10
2	Heffernan's Spray - 24th June	diehardfooty.com — Find out who cops the spray this week after AFL Round 13 action. Hint ... St Kilda, Robert Walls, Chad Fletcher and Adam Goodes all get a look in	24-Jun-08	bighef	0 Comments	15-Nov-10
1	Comeback win moves St. Kilda back into top 8	stream.com.au — By MICHAEL CLOUGHThe Saints have regained their spot in the AFL's top eight with a fast finishing final quarter to record a 15-point win over ...	28-Jun-08	pickman	0 Comments	15-Nov-10
1	AFL Review Round 14	english.ohmynews.com — St. Kilda move back into the top eight; Melbourne stun Brisbane	30-Jun-08	pickman	0 Comments	15-Nov-10
1	AFL Review Round 16	english.ohmynews.com — North Melbourne and St. Kilda record important victories	22-Jul-08	pickman	0 Comments	15-Nov-10
5	The Weekly AFL Roundup - Round 20	footypost.com.au — Another week, another reason why the season may already have been decided. Great performances by Richmond and Brisbane this week kept their slim ho...	17-Aug-08	zegor	0 Comments	15-Nov-10
3	Round 22 AFL Essendon vs St Kilda	sportsviews.com — Round 22 AFL - Essendon vs St Kilda? Who will win. footypost.com.au — The penultimate round for 2008 saw the final eight all but decided. Geelong, of course, finish on top but all other places can still change, though...	25-Aug-08	samirsport	0 Comments	15-Nov-10
4	The Weekly AFL Roundup ? Round 21	english.ohmynews.com — St. Kilda lock away finals spot as Brisbane's hopes are dashed	25-Aug-08	zegor	0 Comments	15-Nov-10
1	AFL Review Round 21	stream.com.au — A barnstorming final has seen the Saints finish in fourth place on the AFL ladder after a crushing 108-point win over Essendon	26-Aug-08	pickman	0 Comments	15-Nov-10
1	St. Kilda pinch fourth spot	english.ohmynews.com — St. Kilda pinch fourth spot; Leigh Matthews quits as Brisbane coach	31-Aug-08	pickman	0 Comments	15-Nov-10
2	AFL Review Round 22	stream.com.au — Geelong have reinforced why they are the clear AFL premiership favourites after proving a class above St. Kilda at the MCG	2-Sep-08	pickman	0 Comments	15-Nov-10
1	Ruthless Geelong destroy Saints	footypost.com.au — With Sydney and Collingwood bowing out in the second week of the finals, just four teams remain in the race for September glory. And for the first ...	7-Sep-08	pickman	0 Comments	15-Nov-10
5	The Weekly AFL Roundup - Finals Week 2	english.ohmynews.com — Western Bulldogs and St. Kilda progress to Preliminary Finals	14-Sep-08	zegor	0 Comments	15-Nov-10
2	AFL Review: Semi Finals	english.ohmynews.com — Western Bulldogs and St. Kilda progress to Preliminary Finals	15-Sep-08	pickman	0 Comments	14-Nov-10
2	AFL Review: Semi Finals	stream.com.au — Hawthorn will play Geelong in next Saturday's AFL Grand Final after demolishing St. Kilda at the MCG	15-Sep-08	pickman	0 Comments	15-Nov-10
1	Hawthorn storm into Grand Final	contestedfooty.com — 1. Nick RiewoldtAn obvious choice, the Saints Captain has had a great career so far having won the clubs best and fairest four times, has been all ...	20-Sep-08	pickman	0 Comments	15-Nov-10
2	Top 5 Most Important Players to St Kilda in 2009	youngandrumpy.com — You have to wonder what is happening to society when some drunk idiot kicks a man while he is down. Ron Barassi, AFL legend and now community hero ...	6-Dec-08	rosejam	0 Comments	15-Nov-10
1	Hero Ron Barassi Beaten In St Kilda	contestedfooty.com — St Kilda are still set for a 22-0 season after strangling a disappointing Hawthorn side who had it all to play for but could not get close all day ...	1-Jan-09	younggrump	0 Comments	15-Nov-10
1	AFL Blog	contestedfooty.com — Saints will beat the Bulldogs	8-Aug-09	wiesel99	0 Comments	15-Nov-10
1	St Kilda vs Western Bulldogs - Preliminary Final Preview	thelamington.com — Melbourne, VIC. A vicious war-of-words has broken out between the Geelong and St. Kilda Football clubs as to who has the superior choking status ...	17-Sep-09	wiesel99	0 Comments	14-Nov-10
1	Geelong and St. Kilda embroiled in choking controversy	news.brisbanetimes.com.au — St Kilda and Geelong have gone with their selected teams for Saturday's AFL grand final	21-Sep-09	jasonbrown1973	0 Comments	15-Nov-10
2	Saints, Cats make no late changes	afl.com.au — Geelong has won its second Australian Football League premiership in three years, downing St Kilda in a titanic 2009 AFL Grand Final. St Kilda 9 1...	26-Sep-09	bloggerbaby101	0 Comments	15-Nov-10
118	Cats the last team standing in titanic AFLGrand Final battle	contestedfooty.com — The best Grand Final of the last three years. The sweetest victory for Geelong and the bitterest of defeats for St Kilda. The Saints didn't ma...	26-Sep-09	muxaulo	15 Comments	15-Nov-10
1	AFL Grand Final - St Kilda vs Geelong - Match Review	dreamteammanager.com — Preview St. Kilda Saints for the upcoming 2010 AFL Dream Team and Super Coach season.	27-Sep-09	wiesel99	0 Comments	15-Nov-10
1	St. Kilda Saints AFL Dream Team / Super Coach 2010 Preview	blog.betezy.com.au — The Geelong Cats will be minus their star ruckman Brad Ottens for up to the next eight AFL games due to a stress fracture in his foot, which flared...	8-Mar-10	h0ps	0 Comments	15-Nov-10
1	Ottens to Miss Eight Games « Online Bet Bets Betting	livesportseven.com — As announced by the AFL last week, Round 14 match St Kilda Saints v Geelong FC will be held at Etihad Stadium as scheduled time 09:40 - 12:30 on Fr...	5-May-10	betezy	0 Comments	15-Nov-10
1	St Kilda Saints v Geelong FC Live	championpicks.com.au — In the interview below our AFL analyst discusses two of his best bets for Round 15. Vince believes there is good value bets in the following games ...	25-Jun-10	lsebm99	0 Comments	15-Nov-10
1	AFL Round 15 tips	soul1373.typepad.com — Australian Football League ( AFL ) 2010 Watch Brisbane Lions vs St Kilda Saints live at july 10 , 2010 . live football by p2p online telecast at no...	8-Jul-10	juncp	0 Comments	15-Nov-10
1	St Kilda Saints vs Brisbane Lions live online football.	khukon09.typepad.com — Australian Football League ( AFL ) 2010 Watch Brisbane Lions vs St Kilda Saints live at july 10 , 2010 . live football by p2p online telecast at no...	9-Jul-10	sandipboshe	0 Comments	15-Nov-10
1	Watch Brisbane Lions vs St Kilda Saints live online AFL 1 Aust	freports44.vox.com — Australian Football League ( AFL ) 2010Watch Brisbane Lions vs St Kilda Saints live at july 10 , 2010 . live football by p2p online telecast at now...	10-Jul-10	rugbygame44	0 Comments	15-Nov-10
1	Watch St Kilda Saints vs Brisbane Lions live streaming AFL 1 F	australiafootballlive.blogspot.com — Australian Football League ( AFL ) 2010 Watch Brisbane Lions vs St Kilda Saints live at july 10 , 2010 . live football by p2p online telecast ...	10-Jul-10	rugbygame44	0 Comments	15-Nov-10
1	Brisbane Lions vs St Kilda Saints live stream   Australia	10-Jul-10 sandipboshe	10-Jul-10	sandipboshe	0 Comments	15-Nov-10



# digg

The table below includes the information about link submissions on Digg that relate to St Kilda.

Diggs	Title	Description	Submitted	Submitter	Comments	Checked
1	St Kilda Saints vs Brisbane Lions live online Football	rugbytv.typepad.com — Australian Football League (AFL) 2010 Watch Brisbane Lions vs St Kilda Saints live at july 10 , 2010 . live football by p2p online telecast at no...	10-Jul-10	sandipboshe	0 Comments	15-Nov-10
1	Watch St Kilda Saints vs Hawthorn Hawks live AFL football	australiafootballlive.blogspot.com — Watch St Kilda Saints vs Hawthorn Hawks live Round #17 - AFL Australian Football streaming and match telecast . now you get in here live match tick...	23-Jul-10	egberthamelin	0 Comments	15-Nov-10
1	Watch St Kilda vs Essendon live AFL online stream round 1 #18.	rustrose081.vox.com — This shapes up to be an interesting match of sorts. The two teams have had opposite seasons, with St Kilda up the top and Essendon towards the bott...	29-Jul-10	tpuhk	0 Comments	15-Nov-10
1	Adelaide Crows v St Kilda Saints Live	livesportseven.com — Watch Live TV Adelaide Crows v St Kilda Saints Round 22 Final regular round of the season of AFL Australian Football League 2010 online on PC on Sa...	28-Aug-10	lsebmn99	0 Comments	15-Nov-10
1	Aussie Rules Football: Playoffs Schedule confirmed for AFL	australian-rules-football.org — The 2010 Toyota AFL Finals Series will take place on Friday Night at the MCG and the team of GEELONG and St Kilda will go head to head with each ot...	2-Sep-10	alexagraham	0 Comments	15-Nov-10
1	Geelong FC v St Kilda Saints Live	livesportseven.com — Watch online Streaming of Geelong FC v St Kilda Saints Live Australian Football League Finals Week 1 of AFL Premiership 2010 on Friday 3rd Septemb...	3-Sep-10	lsebmn99	0 Comments	15-Nov-10
1	Recovery will be vital for prelim, says Eade	afl.com.au — Western Bulldogs coach Rodney Eade says his side 'won't be training' before the preliminary final meeting with St Kilda	11-Sep-10	AFL	0 Comments	14-Nov-10
1	Preview: St Kilda v Western Bulldogs	afl.com.au — The Saints go into this match short favourites but can the Dogs cause an upset?	15-Sep-10	AFL	0 Comments	14-Nov-10
1	Steven Baker could return to St Kilda	blogs.bettor.com — Steven Baker could return to St Kilda Saint Kilda will face the Western Bulldogs this weekend, possibly with the hard-tackling Steven Baker, who i...	18-Sep-10	bettorsports	0 Comments	14-Nov-10
1	Player ratings: St Kilda	afl.com.au — Nick Riewoldt tops the pile as Ben Broad rates the 22 that took St Kilda into the 2010 Toyota AFL Grand Final	18-Sep-10	AFL	0 Comments	15-Nov-10
1	St Kilda Saints v Western Bulldogs Live	livesportseven.com — Watch online Stream of St Kilda Saints v Western Bulldogs Live Finals Week 3 Semi Finals AFL Australian Football League 2010 on Saturday 18th Septe...	18-Sep-10	lsebmn99	0 Comments	15-Nov-10
1	Saint Kilda reach Grand Final	blogs.bettor.com — Saint Kilda reach Grand Final Saint Kilda have reached the Grand Final after beating the Western Bulldogs by 13.10 (88) to 8.16 (64) at the MCG. Th...	20-Sep-10	bettorsports	0 Comments	14-Nov-10
1	St Kilda and Collingwood through to the AFL Grand Final   Egglets News	egglets.com — St Kilda and Collingwood have made it through to the AFL Grand Final. All eyes are going to be on these two teams when they battle it out this Satu...	20-Sep-10	webcomm	0 Comments	15-Nov-10
0	Addison guilty of striking	afl.com.au — The AFL tribunal found Bulldog Dylan Addison guilty of striking St Kilda's Sam Gilbert in Saturday's preliminary final	21-Sep-10	AFL	0 Comments	15-Nov-10
1	Saints receive "please explain" over runner	afl.com.au — St Kilda has until 2pm on Tuesday to respond to the AFL over runner Tony Walsh's contact with Bulldogs defender Liam Picken on Saturday	21-Sep-10	AFL	0 Comments	15-Nov-10
1	Spotlight on ... St Kilda	afl.com.au — The AFL Record takes a closer look at the coach and squad of 25 players named for Saturday's grand final against Collingwood	23-Sep-10	AFL	0 Comments	15-Nov-10
1	Spotlight on ... Collingwood	afl.com.au — The AFL Record takes a closer look at the coach and squad of 25 players named for Saturday's grand final against St Kilda	23-Sep-10	AFL	0 Comments	15-Nov-10
1	Teams: grand final	afl.com.au — Collingwood and St Kilda have made some key changes to their sides ahead of the 2010 Toyota AFL Grand Final	23-Sep-10	AFL	0 Comments	15-Nov-10
1	St Kilda and Collingwood to play in the AFL Grand Final on Saturday   Egglets News	egglets.com — Tomorrow is going to be the day when St Kilda and Collingwood play head to head in the AFL Grand Final. Millions of Australians will be tuned into ...	24-Sep-10	webcomm	0 Comments	15-Nov-10
1	Watch St Kilda vs Collingwood AFL Grand Final live	onlinelivestreamingvlink.blogspot.com — Watch St Kilda vs Collingwood AFL Grand Final live	25-Sep-10	sumonsr	0 Comments	15-Nov-10
1	Collingwood FC vs St Kilda Saints AFL Grand Final match live watch now	onlinelivestreamingvlink.blogspot.com — Collingwood FC vs St Kilda Saints AFL Grand Final match live watch now	25-Sep-10	sumonsr	0 Comments	15-Nov-10
1	Collingwood vs St Kilda AFL Australian Football League 1 Grand Final live streaming now on sports l...	onlinelivestreamingvlink.blogspot.com — Collingwood vs St Kilda AFL Australian Football League Grand Final live streaming now on sports live online tv 25-09-2010 from 04:30-GMT	25-Sep-10	sumonsr	0 Comments	15-Nov-10
1	Watch Collingwood vs St Kilda live Grand Final of AFL	onlinelivestreamingvlink.blogspot.com — Watch Collingwood vs St Kilda live Grand Final of AFL	25-Sep-10	sumonsr	0 Comments	15-Nov-10
1	St Kilda Saints vs Collingwood FC live streaming AFL Grand Final match	onlinelivestreamingvlink.blogspot.com — St Kilda Saints vs Collingwood FC live streaming AFL Grand Final match	25-Sep-10	sumonsr	0 Comments	15-Nov-10
1	Watch AFL Australian Football League Grand Final St Kilda 1 Saints vs Collingwood FC live	onlinelivestreamingvlink.blogspot.com — Watch AFL Australian Football League Grand Final St Kilda Saints vs Collingwood FC live	25-Sep-10	sumonsr	0 Comments	15-Nov-10
1	AFL Grand Final goes to a replay	espnstar.com — The 2010 AFL grand final will be replayed after a remarkable 68-68 draw between Collingwood and St Kilda on Saturday	25-Sep-10	espnstar	0 Comments	15-Nov-10
1	Saints, Pies to return as GF ends in draw - AFL.com.au	afl.com.au — The 2010 AFL premiership remains undecided after Collingwood and St Kilda fought out only the third grand final draw in AFL/VFL history	25-Sep-10	spektra	0 Comments	15-Nov-10
1	AFL Grand Final Ends in Bizarre Fashion!   Gather	gather.com — Sep 25, 2010 St Kilda Saints came from behind and tied the Collingwood Magpies 68-68 in the Grand Final of the Australian Football Leagues 2010 se...	25-Sep-10	larryseely	0 Comments	15-Nov-10
1	Half time: Pies open four-goal lead	afl.com.au — Collingwood leads by 24 points after outmuscling St Kilda in the first half of the 2010 Toyota AFL Grand Final	25-Sep-10	AFL	0 Comments	15-Nov-10
1	GF tickets to go to charity, community groups	afl.com.au — AFL to ensure some disadvantaged groups are granted access to the Collingwood and St Kilda replay next Saturday	27-Sep-10	AFL	0 Comments	15-Nov-10
3	Aussie Rules Footballs Really Sh'tty Weekend	withleather.uxproxx.com — One of the more under-appreciated leagues in the world of sport is Australian AFL. Aussie Rules Football is that sport where the players square off...	27-Sep-10	WithLeather	0 Comments	15-Nov-10
1	Pies lead by six points	weatherforecastweather.co.uk — Pies lead by six points ST KILDA survived a withering Collingwood assault in the first term to trail by just six points at quarter time in the AFL ...	28-Sep-10	weatherforecas	0 Comments	15-Nov-10
1	Grand Final Rematch between Collingwood and St Kilda   Egglets News	egglets.com — After the thrilling Grand Final last week that ended in a draw between Collingwood and St Kilda, the match will be replayed again tomorrow. The MCG...	1-Oct-10	webcomm	0 Comments	15-Nov-10
1	LIVE AFL STREAMING: Watch Collingwood FC vs St Kilda 1 Saints live stream AFL grand final on Oct...	liveaflstreaming.blogspot.com — Grand Final - AFL Australian Football League 2010 - First game ended in 9.14 (68) vs 10.8 (68) . The breathtaking AFL grand final sent the season i...	2-Oct-10	ecoaco	0 Comments	15-Nov-10
4	Collingwood Beats St. Kilda 108-52 to Win Replayed AFL Final	businessweek.com — Collingwood beat St. Kilda by 56 points in the Australian Football League grand final replay to win its first premiership since 1990. The game was ...	2-Oct-10	businessweek	0 Comments	15-Nov-10
0	AFL Grand Final 2010 take 2 Collingwood vrs St.Kilda	deltafive.com — AFL Grand Final 2010 take 2 Collingwood vrs St.Kilda	2-Oct-10	scvhost	0 Comments	15-Nov-10
1	2010 NAB Round 3 Tips   Weekly Tips, Game Reviews and Dream Team tips with Articles of the latest...	kick2kick.net — Round 3 and semi finals for the 2010 NAB competition. Who will win out of the Dogs v Power and St Kilda v Freo? Well Kick2Kick will preview and tel...	5-Oct-10	romancarr8	0 Comments	15-Nov-10
1	Australian Rules Football: Collingwood wins AFL grand final	australian-rules-football.org — The following write up briefs us about the new Australian Football League champion, Collingwood, who won after beating St. Kilda by 56 points.	9-Oct-10	alexagraham	0 Comments	15-Nov-10
1	Saints sign two assistants, Smith retires	afl.com.au — After battling injuries at North Melbourne and St Kilda, Jesse Smith has announced his retirement from AFL football	11-Oct-10	AFL	0 Comments	15-Nov-10
1	Blockbuster opening	afl.com.au — Carlton-Richmond and Geelong-St Kilda will kick off the 24-round 2011 Toyota AFL Premiership Season	16 days ago	AFL	0 Comments	15-Nov-10
1	Saints and Cats to clash in Round 1	newsx.mobi — GEELONG and St Kilda are set to re-ignite their fierce rivalry in a Round 1 night-time blockbuster next season.The AFL is expected to...	22 days ago	newsxmobile	0 Comments	15-Nov-10



# ebay.com.au ebay.co.nz


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. On November 27, there were over 42,643 items in the AFL category alone. On a page of auction only AFL results, 12 of the 50 items listed had bids. People might not be buying everything but over 20% 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 tables below are sorted by team and can begin to give an idea of relative popularity of a team or player. As other networks have demonstrated, the volume around a player/team increases during periods when they are in competition. The level of merchandise available for the AFL suggests that this pattern may not hold. If it is true, then during the season the NRL merchandise totals should be higher than November/December 2010. NRL players who are competing in the Four Nations Tournament may still be seeing a boost. A variety of other factors clearly influence when items are listed. One factor that may be playing for December is that people may be listing sport merchandise that they hope people may give to others for Christmas presents. Until more data is available, it is likely best to assume that merchandise will be available at all times, with volume peaking around important sport related events or major news stories.

ebay.co.nz is a New Zealand version of ebay.com.au. Trade Me is a more popular New Zealand auction site. Despite this, it is worth benchmarking the AFL interest on the site.



# ebay.com.au

## ebay.co.nz

The table below contains a total number of items that appeared when the search specified was used.

Site	Search	All Items	Checked
ebay.co.nz	Dal Santo Kilda	0	26-Dec-10
ebay.co.nz	Dawson Kilda	0	26-Dec-10
ebay.co.nz	Kilda Riewoldt	0	20-Dec-10
ebay.co.nz	Kilda Riewoldt	0	26-Dec-10
ebay.co.nz	Nick Dal Santo	0	26-Dec-10
ebay.co.nz	Nick Riewoldt	0	20-Dec-10
ebay.co.nz	Nick Riewoldt	0	26-Dec-10
ebay.co.nz	St. Kilda Football Club	0	26-Dec-10
ebay.co.nz	St. Kilda Saints	0	20-Dec-10
ebay.co.nz	St. Kilda Saints	0	26-Dec-10
ebay.co.nz	Zac Dawson	0	26-Dec-10
ebay.com.au	Dal Santo Kilda	42	26-Dec-10
ebay.com.au	Dal Santo Kilda	40	31-Dec-10
ebay.com.au	Dal Santo Kilda	40	3-Feb-11
ebay.com.au	Dawson Kilda	6	26-Dec-10
ebay.com.au	Dawson Kilda	6	31-Dec-10
ebay.com.au	Dawson Kilda	6	3-Feb-11
ebay.com.au	Kilda Riewoldt	79	20-Dec-10
ebay.com.au	Kilda Riewoldt	74	23-Dec-10
ebay.com.au	Kilda Riewoldt	79	26-Dec-10
ebay.com.au	Kilda Riewoldt	69	31-Dec-10
ebay.com.au	Kilda Riewoldt	75	3-Feb-11
ebay.com.au	Nick Dal Santo	49	23-Dec-10
ebay.com.au	Nick Dal Santo	53	26-Dec-10
ebay.com.au	Nick Dal Santo	51	28-Dec-10
ebay.com.au	Nick Dal Santo	49	31-Dec-10
ebay.com.au	Nick Dal Santo	53	3-Feb-11
ebay.com.au	Nick Riewoldt	118	20-Dec-10
ebay.com.au	Nick Riewoldt	109	23-Dec-10
ebay.com.au	Nick Riewoldt	115	26-Dec-10
ebay.com.au	Nick Riewoldt	103	28-Dec-10
ebay.com.au	Nick Riewoldt	97	31-Dec-10
ebay.com.au	Nick Riewoldt	129	3-Feb-11
ebay.com.au	St. Kilda Football Club	7	26-Dec-10
ebay.com.au	St. Kilda Football Club	8	31-Dec-10
ebay.com.au	St. Kilda Football Club	9	3-Feb-11
ebay.com.au	St. Kilda Saints	578	20-Dec-10
ebay.com.au	St. Kilda Saints	540	23-Dec-10
ebay.com.au	St. Kilda Saints	533	26-Dec-10
ebay.com.au	St. Kilda Saints	512	28-Dec-10
ebay.com.au	St. Kilda Saints	521	31-Dec-10
ebay.com.au	St. Kilda Saints	691	3-Feb-11
ebay.com.au	Zac Dawson	8	23-Dec-10
ebay.com.au	Zac Dawson	9	26-Dec-10
ebay.com.au	Zac Dawson	9	31-Dec-10
ebay.com.au	Zac Dawson	8	3-Feb-11




## ecademy

ecademy is a small social network for business professionals that is an alternative to LinkedIn. It has a small number of people connected to Australian sport. In using and evaluating ecademy, it should be looked at from the perspective of using it liked in: Developing a network of employees, volunteers and athletes who can help network with other professionals to bring in an audience of potential sponsors and higher income bracket fans.

Given the nature of ecademy, the total number of people who have clubs listed in their profiles should not be gauged as a representation of fandom on the network. Rather, it should be looked at as industry professionals who want to be affiliated with the club or league.

One of the challenges involved with measuring membership on ecademy is that team sport names may not be the name of organization that runs the club or league. This could possibly exclude some people actually connected to them.

ecademy has a small number of people connected to Australian sport. As of July 2010, zero people list Melbourne Victory, Socceroos or W-League as an interest or company they have worked for. There are people who list Australian teams as an interesting, including some one who listed the Canberra Capitals of the WNBL and some one else who listed the Adelaide Crows of the AFL.



# ecademy

Below is a list by date and team of the number of people who include an AFL club or player in their profile.

Team	Interest	Total	Checked
Brisbane Lions	Brisbane Lions	5	16-Nov-10
Collingwood Magpies	"Collingwood Magpies"	1	11-Nov-10
Collingwood Magpies	Collingwood Magpies	1	11-Nov-10
Essendon Bombers	Essendon Bombers	0	24-Aug-10
Essendon Bombers	Essendon Bombers	0	11-Nov-10
Fremantle Dockers	"Fremantle Dockers"	0	16-Aug-10
Fremantle Dockers	"Fremantle Dockers"	0	11-Nov-10
Gold Coast Football Club	Gold Coast Football Club	88	16-Nov-10
Gold Coast Football Club	Gold Coast Suns	481	16-Nov-10
Gold Coast Suns	"Gold Coast FC"	0	11-Nov-10
Gold Coast Suns	"Gold Coast FC"	0	16-Nov-10
Gold Coast Suns	"Gold Coast Suns"	1	11-Nov-10
Gold Coast Suns	"Gold Coast Suns"	1	16-Nov-10
Gold Coast Suns	Gold Coast Suns	482	11-Nov-10
Greater Western Sydney	"Greater Western Sydney"	0	11-Jun-10
Greater Western Sydney	"Greater Western Sydney"	0	11-Nov-10
Greater Western Sydney	"Greater Western Sydney"	0	16-Nov-10
Greater Western Sydney	"Team GWS"	0	11-Nov-10
Greater Western Sydney	"Team GWS"	0	16-Nov-10
Greater Western Sydney	"Western Sydney Football Club"	0	16-Nov-10
Greater Western Sydney	Israel Folau	0	11-Jun-10
Greater Western Sydney	Israel Folau	0	11-Nov-10
Hawthorn Hawks	"Hawthorn Hawks"	0	11-Nov-10
Hawthorn Hawks	Hawthorn Hawks	0	11-Nov-10
Port Adelaide Power	"Port Adelaide Power"	0	9-Jul-10
Port Adelaide Power	"Port Adelaide Power"	0	11-Nov-10
Port Adelaide Power	Port Adelaide Power	334	9-Jul-10
Port Adelaide Power	Port Adelaide Power	343	11-Nov-10
St. Kilda Saints	"St Kilda Football Club"	0	3-Feb-11
St. Kilda Saints	"St. Kilda Saints"	0	20-Dec-10
St. Kilda Saints	"St. Kilda Saints"	0	3-Feb-11
St. Kilda Saints	Nick Riewoldt	0	20-Dec-10
St. Kilda Saints	Nick Riewoldt	0	3-Feb-11
St. Kilda Saints	St Kilda Football Club	123	3-Feb-11
St. Kilda Saints	St. Kilda Saints	183	20-Dec-10
St. Kilda Saints	St. Kilda Saints	186	3-Feb-11
Sydney Swans	Sydney Swans	6	16-Nov-10
West Coast Eagles	"West Coast Eagles"	0	16-Aug-10
West Coast Eagles	"West Coast Eagles"	0	11-Nov-10
Western Bulldogs	"Jason Akermanis"	0	15-Jun-10
Western Bulldogs	"Western Bulldogs"	0	11-Jun-10
Western Bulldogs	"Western Bulldogs"	0	15-Jun-10
Western Bulldogs	"Western Bulldogs"	0	24-Jun-10
Western Bulldogs	"Western Bulldogs"	0	11-Nov-10
Western Bulldogs	Jason Akermanis	0	11-Jun-10
Western Bulldogs	Jason Akermanis	0	21-Jul-10
Western Bulldogs	Jason Akermanis	0	11-Nov-10
Western Bulldogs	Western Bulldogs	1	11-Jun-10
Western Bulldogs	Western Bulldogs	1	24-Jun-10
Western Bulldogs	Western Bulldogs	1	21-Jul-10
Western Bulldogs	Western Bulldogs	1	11-Nov-10



## facebook


Facebook is the most popular social network in Australia. There are several ways to measure community size on the network. One way to measure interest is based on the number of fanpages dedicated to a team and the total people who like the fanpage. Another way is to get demographic data from Facebook's advert page at <http://www.facebook.com/ads/create/>. A third way is to manually cull membership lists to determine which networks members belong to. A fourth way involves looking at the total volume of comments, updates and likes are made by an account/fan page on specific days.

Facebook is very popular for Australian and Kiwi sport because most of the stakeholders are familiar with Facebook as they use the site on their own to pursue their own interests, maintain their relationships with friends and family, and get news. This experience means that the people running the fanpages and groups often understand the content that people may desire. It also means that they are more likely to find it easier to add things like pictures and videos as they likely use Facebook on their mobile phones. This familiarity with Facebook has proven to be a bit of a problem for the AFL as players have occasionally forgotten the site is not private and have gotten into trouble as a result. The NRL responded by discouraging social media usage, providing additional training to players and encouraging them to be careful when using sites. NRL teams have responded by not promoting player Twitter accounts or Facebook fanpages. The AFL appears to have taken a different track. They appear to allow players to use Facebook and Twitter but, like the NRL, clubs do not appear to promote their players use of social networks like Facebook and Twitter.

Fanpages tend to be more desirable as updates by the maintainer can appear on a user's timeline. This is not always the case with groups. Fanpages are also given a preference when people are searching for a term. Groups and profiles have traditionally had an advantage over fanpages because it was easier to contact everyone who belongs to your group or who lists you as a friend. This is changing as Facebook adds more features.

Most of the growth for fanpages would most likely happen during the season, and during promotional periods prior to the start of the season or other major competitions. For men's Australian and Kiwi sport, growth continues during the off season but at a smaller rate. Also during the off season or after a controversy happens, consolidation appears to happen where fans delete fanpages and groups they created. In those cases, fans either join official pages or lose interest in following the club.

Most of the data provided is context free as most of the analysis involved would involve a rehash of issues that have already been stated. The major difference is that search is less of a factor here except in terms of identifying all relevant groups. It is easy enough to look at the profile for a group or fanpage to determine if it is relevant. Group pages were used by early adopters and there might be a movement away from groups towards fanpages. In those cases, the group growth should probably be stagnant while the fanpage growth is proportionally higher. The URL list for these groups and fanpages is available upon request.



# facebook

One way of measuring interest involves interest searching based on <http://www.facebook.com/ads/create/>, a tool for advertisers to market based on demographic information and keywords. The list below gives an idea as to the demographic and geographic composition of St Kilda fans on Facebook over time.

Date collected	Keyword	Country	City / State	Age	Sex	Education	Relation	Interested in	Estimate
5-Jan-10	St. Kilda Saints	Australia	Adelaide - Within 50 Miles	All	All	All	All	All	600
20-Dec-10	St. Kilda Saints	Australia	Adelaide - Within 50 Miles	All	All	All	All	All	2,280
5-Jan-10	St. Kilda Saints	Australia	All	All	All	All	Single	All	4,160
5-Jan-10	St. Kilda Saints	Australia	All	All	All	All	All	All	14,780
25-Mar-10	St. Kilda Saints	Australia	All	All	All	All	All	All	15,480
20-Dec-10	St. Kilda Saints	Australia	All	All	All	All	All	All	47,960
20-Dec-10	St. Kilda Saints	Australia	All	All	Male	All	All	All	23,880
20-Dec-10	St. Kilda Saints	Australia	All	All	Female	All	All	All	23,580
20-Dec-10	St. Kilda Saints	Australia	All	All	Female	All	All	Women	920
20-Dec-10	St. Kilda Saints	Australia	All	All	Female	All	All	Men	8,440
20-Dec-10	St. Kilda Saints	Australia	All	All	Male	All	All	Men	260
20-Dec-10	St. Kilda Saints	Australia	All	All	Male	All	All	Women	13,040
20-Dec-10	St. Kilda Saints	Australia	All	All	All	College Grad	All	All	5,240
20-Dec-10	St. Kilda Saints	Australia	All	All	All	In College	All	All	760
20-Dec-10	St. Kilda Saints	Australia	All	All	All	In High School	All	All	1,560
20-Dec-10	St. Kilda Saints	Australia	All	All	Female	College Grad	All	All	2,840
20-Dec-10	St. Kilda Saints	Australia	All	All	Female	In College	All	All	440
20-Dec-10	St. Kilda Saints	Australia	All	All	Female	In High School	All	All	820
20-Dec-10	St. Kilda Saints	Australia	All	All	Male	College Grad	All	All	2,380
20-Dec-10	St. Kilda Saints	Australia	All	All	Male	In College	All	All	360
20-Dec-10	St. Kilda Saints	Australia	All	All	Male	In High School	All	All	740
20-Dec-10	St. Kilda Saints	Australia	All	20-29	All	All	All	All	19,760
20-Dec-10	St. Kilda Saints	Australia	All	13-18	All	All	All	All	24,880
20-Dec-10	St. Kilda Saints	Australia	All	13-15	All	All	All	All	19,300
26-Dec-10	St. Kilda Saints	Australia	All	All	All	All	All	All	47,880
26-Dec-10	St. Kilda Saints	Australia	All	All	Male	All	All	All	23,680
26-Dec-10	St. Kilda Saints	Australia	All	All	Female	All	All	All	23,540
26-Dec-10	St. Kilda Saints	Australia	All	All	Female	All	All	Women	920
26-Dec-10	St. Kilda Saints	Australia	All	All	Female	All	All	Men	8,380
26-Dec-10	St. Kilda Saints	Australia	All	All	Male	All	All	Men	260
26-Dec-10	St. Kilda Saints	Australia	All	All	Male	All	All	Women	13,220
26-Dec-10	St. Kilda Saints	Australia	All	All	All	College Grad	All	All	5,280
26-Dec-10	St. Kilda Saints	Australia	All	All	All	In College	All	All	800
26-Dec-10	St. Kilda Saints	Australia	All	All	All	In High School	All	All	1,560
2-Jan-11	St. Kilda Saints	Australia	All	All	All	All	All	All	47,220
2-Jan-11	St. Kilda Saints	Australia	All	All	Male	All	All	All	23,660
2-Jan-11	St. Kilda Saints	Australia	All	All	Female	All	All	All	23,340
2-Jan-11	St. Kilda Saints	Australia	All	All	Female	All	All	Women	920
2-Jan-11	St. Kilda Saints	Australia	All	All	Female	All	All	Men	8,380
2-Jan-11	St. Kilda Saints	Australia	All	All	Male	All	All	Men	260
2-Jan-11	St. Kilda Saints	Australia	All	All	Male	All	All	Women	13,080
2-Jan-11	St. Kilda Saints	Australia	All	All	All	College Grad	All	All	5,220
2-Jan-11	St. Kilda Saints	Australia	All	All	All	In College	All	All	800
2-Jan-11	St. Kilda Saints	Australia	All	All	All	In High School	All	All	1,580
1-Feb-11	St. Kilda Saints	Australia	All	All	All	All	All	All	49,620
1-Feb-11	St. Kilda Saints	Australia	All	All	Male	All	All	All	25,200
1-Feb-11	St. Kilda Saints	Australia	All	All	Female	All	All	All	23,980
1-Feb-11	St. Kilda Saints	Australia	All	All	Female	All	All	Women	880
1-Feb-11	St. Kilda Saints	Australia	All	All	Female	All	All	Men	8,880
1-Feb-11	St. Kilda Saints	Australia	All	All	Male	All	All	Men	300
1-Feb-11	St. Kilda Saints	Australia	All	All	Male	All	All	Women	14,320
1-Feb-11	St. Kilda Saints	Australia	All	All	All	College Grad	All	All	5,220
1-Feb-11	St. Kilda Saints	Australia	All	All	All	In College	All	All	1,000
1-Feb-11	St. Kilda Saints	Australia	All	All	All	In High School	All	All	1,660



# facebook

One way of measuring interest involves interest searching based on <http://www.facebook.com/ads/create/>, a tool for advertisers to market based on demographic information and keywords. The list below gives an idea as to the demographic and geographic composition of St Kilda fans on Facebook over time.

Date collected	Keyword	Country	City / State	Age	Sex	Education	Relation	Interested in	Estimate
20-Dec-10	St. Kilda Saints	Australia	Australian Capital Territory	All	All	All	All	All	1,960
5-Jan-10	St. Kilda Saints	Australia	Cairns - Within 50 Miles	All	All	All	All	All	420
20-Dec-10	St. Kilda Saints	Australia	Cairns - Within 50 Miles	All	All	All	All	All	< 20
5-Jan-10	St. Kilda Saints	Australia	Cranbourne - Withing 50 Miles	All	All	All	All	All	7,480
20-Dec-10	St. Kilda Saints	Australia	Cranbourne - Withing 50 Miles	All	All	All	All	All	22,840
5-Jan-10	St. Kilda Saints	Australia	Darwin - Within 50 Miles	All	All	All	All	All	< 20
20-Dec-10	St. Kilda Saints	Australia	Darwin - Within 50 Miles	All	All	All	All	All	40
5-Jan-10	St. Kilda Saints	Australia	Devonport - Within 50 Miles	All	All	All	All	All	< 20
20-Dec-10	St. Kilda Saints	Australia	Devonport - Within 50 Miles	All	All	All	All	All	40
5-Jan-10	St. Kilda Saints	Australia	Goulburn - Within 50 Miles	All	Male	All	All	All	< 20
20-Dec-10	St. Kilda Saints	Australia	Goulburn - Within 50 Miles	All	All	All	All	All	< 20
5-Jan-10	St. Kilda Saints	Australia	Hobart - Within 50 Miles	All	All	All	All	All	120
20-Dec-10	St. Kilda Saints	Australia	Hobart - Within 50 Miles	All	All	All	All	All	700
5-Jan-10	St. Kilda Saints	Australia	Melbourne - Within 50 Miles	All	Male	All	All	All	1,880
5-Jan-10	St. Kilda Saints	Australia	Melbourne - Within 50 Miles	All	Male	All	All	All	3,700
5-Jan-10	St. Kilda Saints	Australia	Melbourne - Within 50 Miles	All	All	All	All	All	8,020
5-Jan-10	St. Kilda Saints	Australia	Melbourne - Within 50 Miles	All	All	All	All	All	7,900
20-Dec-10	St. Kilda Saints	Australia	Melbourne - Within 50 Miles	All	Male	College Grad	All	All	1,320
20-Dec-10	St. Kilda Saints	Australia	Melbourne - Within 50 Miles	All	Male	In College	All	All	200
20-Dec-10	St. Kilda Saints	Australia	Melbourne - Within 50 Miles	All	Male	In High School	All	All	360
20-Dec-10	St. Kilda Saints	Australia	Melbourne - Within 50 Miles	All	Male	All	All	All	11,440
20-Dec-10	St. Kilda Saints	Australia	Melbourne - Within 50 Miles	All	Female	All	All	All	12,440
20-Dec-10	St. Kilda Saints	Australia	Melbourne - Within 50 Miles	All	All	All	All	All	24,080
20-Dec-10	St. Kilda Saints	Australia	New South Wales	All	All	All	All	All	6,560
20-Dec-10	St. Kilda Saints	Australia	Northern Territory	All	All	All	All	All	40
5-Jan-10	St. Kilda Saints	Australia	Perth - Within 50 Miles	All	All	All	All	All	540
5-Jan-10	St. Kilda Saints	Australia	Perth - Within 50 Miles	All	All	All	All	All	420
20-Dec-10	St. Kilda Saints	Australia	Perth - Within 50 Miles	All	All	All	All	All	2,980
20-Dec-10	St. Kilda Saints	Australia	Queensland	All	All	All	All	All	4,840
5-Jan-10	St. Kilda Saints	Australia	Rockhampton - Within 50 Miles	All	All	All	All	All	< 20
20-Dec-10	St. Kilda Saints	Australia	Rockhampton - Within 50 Miles	All	All	All	All	All	< 20
20-Dec-10	St. Kilda Saints	Australia	South Australia	All	All	All	All	All	2,360
20-Dec-10	St. Kilda Saints	Australia	Tasmania	All	All	All	All	All	760
1-Feb-11	St. Kilda Saints	Australia	Tasmania	All	All	All	All	All	3,480
5-Jan-10	St. Kilda Saints	Australia	Townsville - Within 50 Miles	All	All	All	All	All	< 20
20-Dec-10	St. Kilda Saints	Australia	Townsville - Within 50 Miles	All	All	All	All	All	60
20-Dec-10	St. Kilda Saints	Australia	Victoria	All	All	All	All	All	28,480
1-Feb-11	St. Kilda Saints	Australia	Victoria	All	All	In High School	All	All	1,060
1-Feb-11	St. Kilda Saints	Australia	Victoria	All	All	All	All	All	29,740
5-Jan-10	St. Kilda Saints	Australia	Warwick - Within 50 Miles	All	All	All	All	All	< 20
20-Dec-10	St. Kilda Saints	Australia	Warwick - Within 50 Miles	All	All	All	All	All	< 20
20-Dec-10	St. Kilda Saints	Australia	Western Australia	All	All	All	All	All	2,880



# facebook

One way of measuring interest involves interest searching based on <http://www.facebook.com/ads/create/> , a tool for advertisers to market based on demographic information and keywords. The list below gives an idea as to the demographic and geographic composition of St Kilda (Nick Dal Santo) fans on Facebook over time.

Date collected	Keyword	Country	City / State	Age	Sex	Education	Relation	Interested	Estimate
28-Dec-10	St. Kilda Saints (Nick Dal Santo)	Australia	All	All	All	All	All	All	3,660
28-Dec-10	St. Kilda Saints (Nick Dal Santo)	Australia	All	All	Female	All	All	All	1,940
28-Dec-10	St. Kilda Saints (Nick Dal Santo)	Australia	All	All	Female	All	All	Men	780
28-Dec-10	St. Kilda Saints (Nick Dal Santo)	Australia	All	All	Female	All	All	Women	< 20
28-Dec-10	St. Kilda Saints (Nick Dal Santo)	Australia	All	All	Male	All	All	All	1,800
28-Dec-10	St. Kilda Saints (Nick Dal Santo)	Australia	All	All	Male	All	All	Men	< 20
28-Dec-10	St. Kilda Saints (Nick Dal Santo)	Australia	All	All	Male	All	All	Women	1,080
20-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Adelaide -	All	All	All	All	All	600



# facebook

One way of measuring interest involves interest searching based on <http://www.facebook.com/ads/create/>, a tool for advertisers to market based on demographic information and keywords. The list below gives an idea as to the demographic and geographic composition of St Kilda (Nick Reiwoldt) fans on Facebook over time.

Date collected	Keyword	Country	City / State	Age	Sex	Education	Relation	Interested in	Estimate
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	Adelaide - Within 50 Miles	All	All	All	All	All	620
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	Alice Springs - Within 50 Miles	All	All	All	All	All	< 20
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	Alice Springs - Within 50 Miles	All	All	All	All	All	< 20
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	29	All	All	All	All	2,020
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	39	All	All	All	All	600
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	18-64	All	All	All	All	7,780
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	20-29	All	All	All	All	4,600
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	30-39	All	All	All	All	2,320
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	40-49	All	All	All	All	960
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	50-59	All	All	All	All	500
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	60-64	All	All	All	All	160
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	All	All	All	All	11880
26-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	All	All	All	All	12,060
28-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	All	All	All	All	12,180
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	29	All	All	All	All	2,140
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	39	All	All	All	All	600
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	18-64	All	All	All	All	7,760
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	20-29	All	All	All	All	4,740
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	30-39	All	All	All	All	2,280
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Female	All	All	All	5,400
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Female	All	All	Women	180
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Female	All	All	Men	2,300
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Female	College Grad	All	All	500
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Female	In College	All	All	180
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Female	In High School	All	All	440
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Female	College Grad	All	Women	< 20
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Female	In College	All	Women	< 20
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Female	In High School	All	Women	< 20
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Male	All	All	All	6,340
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Male	All	All	Men	120
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Male	All	All	Women	4,000
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Male	College Grad	All	All	580
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Male	In College	All	All	260
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Male	In High School	All	All	980
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	40-49	All	All	All	All	560
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	50-59	All	All	All	All	200
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	60-64	All	All	All	All	11,880
26-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Female	All	All	All	5,520
26-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Female	All	All	Women	200
26-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Female	All	All	Men	2,300
26-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Male	All	All	All	6,540
26-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Male	All	All	Men	120
26-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Male	All	All	Women	4,020
1-Feb-11	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	All	All	All	All	12,580
28-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Female	All	All	All	5,420
28-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Female	All	All	Men	2,300
28-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Female	All	All	Women	180
28-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Male	All	All	All	6,540
28-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Male	All	All	Men	100
28-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Male	All	All	Women	4020
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	All	College Grad	All	All	1,060
26-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	All	College Grad	All	All	1,140
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	All	College Grad	All	All	1,140
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	All	In College	All	All	460
26-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	All	In College	All	All	380
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	All	In College	All	All	380
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	18	All	In High School	All	All	120
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	13-15	All	In High School	All	All	1,020
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	13-18	All	In High School	All	All	1,060
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	18-64	All	In High School	All	All	140
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	All	In High School	All	All	1,080
26-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	All	In High School	All	All	1,080
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	18	All	In High School	All	All	100
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	13-15	All	In High School	All	All	1,040
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	13-18	All	In High School	All	All	1,040
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	18-64	All	In High School	All	All	120
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Female	All	All	All	5,560
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Female	All	All	Women	200
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Female	All	All	Men	2,300
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Female	College Grad	All	All	480
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Female	In College	All	All	180
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Female	In High School	All	All	460
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Female	College Grad	All	Women	< 20
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Female	In College	All	Women	< 20
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Female	In High School	All	Women	< 20
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Male	All	All	All	6,360
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Male	All	All	Men	120
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Male	All	All	Women	4,020
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Male	College Grad	All	All	580
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Male	In College	All	All	200
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	Male	In High School	All	All	580
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	Australia	All	All	All	In High School	All	All	1,080
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	New Zealand	All	All	All	All	All	All	< 20
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	New Zealand	All	All	All	All	All	All	< 20
20-Dec-10	St. Kilda Saints (Nick Reiwoldt)	United States	All	All	All	All	All	All	< 20
30-Dec-10	St. Kilda Saints (Nick Reiwoldt)	United States	All	All	All	All	All	All	100

# facebook

One way of measuring interest involves interest searching based on <http://www.facebook.com/ads/create/>, a tool for advertisers to market based on demographic information and keywords. The list below gives an idea as to the demographic and geographic composition of St Kilda (Nick Riewoldt) fans on Facebook over time.

Date collected	Keyword	Country	City / State	Age	Sex	Education	Relation	Interested in	Estimate
20-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Australian Capital Territory	All	All	All	All	All	440
30-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Australian Capital Territory	All	All	All	All	All	440
20-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Broome - Within 50 Miles	All	All	All	All	All	< 20
30-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Broome - Within 50 Miles	All	All	All	All	All	< 20
20-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Cairns - Within 50 Miles	All	All	All	All	All	< 20
30-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Cairns - Within 50 Miles	All	All	All	All	All	< 20
20-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Cranbourne - Withing 50 Miles	All	All	All	All	All	6,920
30-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Cranbourne - Withing 50 Miles	All	All	All	All	All	6,900
20-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Darwin - Within 50 Miles	All	All	All	All	All	< 20
30-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Darwin - Within 50 Miles	All	All	All	All	All	< 20
20-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Devonport - Within 50 Miles	All	All	All	All	All	< 20
30-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Devonport - Within 50 Miles	All	All	All	All	All	< 20
20-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Goulburn - Within 50 Miles	All	All	All	All	All	< 20
30-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Goulburn - Within 50 Miles	All	All	All	All	All	< 20
20-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Hobart - Within 50 Miles	All	All	All	All	All	180
30-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Hobart - Within 50 Miles	All	All	All	All	All	220
20-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Melbourne - Within 50 Miles	All	Male	College Grad	All	All	400
20-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Melbourne - Within 50 Miles	All	Male	In College	All	All	140
20-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Melbourne - Within 50 Miles	All	Male	In High School	All	All	320
20-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Melbourne - Within 50 Miles	All	Male	All	All	All	4060
20-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Melbourne - Within 50 Miles	All	Female	All	All	All	3160
20-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Melbourne - Within 50 Miles	All	All	All	All	All	7,240
30-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Melbourne - Within 50 Miles	All	All	All	All	All	7,260
30-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Melbourne - Within 50 Miles	All	Male	College Grad	All	All	400
30-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Melbourne - Within 50 Miles	All	Male	In College	All	All	140
30-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Melbourne - Within 50 Miles	All	Male	In High School	All	All	360
30-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Melbourne - Within 50 Miles	All	Male	All	All	All	4,000
30-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Melbourne - Within 50 Miles	All	Female	All	All	All	3,140
20-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	New South Wales	All	All	All	All	All	980
30-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	New South Wales	All	All	All	All	All	1,000
20-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Northern Territory	All	All	All	All	All	< 20
30-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Northern Territory	All	All	All	All	All	< 20
20-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Perth - Within 50 Miles	All	All	All	All	All	580
30-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Perth - Within 50 Miles	All	All	All	All	All	580
20-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Queensland	All	All	All	All	All	840
30-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Queensland	All	All	All	All	All	840
20-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Rockhampton - Within 50 Miles	All	All	All	All	All	< 20
30-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Rockhampton - Within 50 Miles	All	All	All	All	All	< 20
20-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	South Australia	All	All	All	All	All	580
30-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	South Australia	All	All	All	All	All	660
20-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Tasmania	All	All	All	All	All	240
30-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Tasmania	All	All	All	All	All	240
1-Feb-11	St. Kilda Saints (Nick Riewoldt)	Australia	Tasmania	All	All	All	All	All	1,020
20-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Townsville - Within 50 Miles	All	All	All	All	All	< 20
30-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Townsville - Within 50 Miles	All	All	All	All	All	< 20
20-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Victoria	All	All	All	All	All	8480
30-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Victoria	All	All	All	All	All	8,480
20-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Warwick - Within 50 Miles	All	All	All	All	All	< 20
30-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Warwick - Within 50 Miles	All	All	All	All	All	< 20
20-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Western Australia	All	All	All	All	All	580
30-Dec-10	St. Kilda Saints (Nick Riewoldt)	Australia	Western Australia	All	All	All	All	All	580

# facebook

Another way of looking at Facebook is to look at growth for the official Facebook fanpage for a team.

Official Fanpage Growth	Total members	Date checked
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	21,310	25-Mar-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	25,106	3-May-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	25,933	26-May-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	26,070	30-May-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	26,072	30-May-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	26,207	4-Jun-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	26,209	5-Jun-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	26,282	10-Jun-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	26,394	15-Jun-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	26,650	22-Jun-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	26,969	24-Jun-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	27,199	26-Jun-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	28,895	5-Jul-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	29,968	9-Jul-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	31,754	21-Jul-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	33,109	30-Jul-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	49,188	6-Oct-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	57,278	21-Nov-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	57,501	23-Nov-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	57,752	25-Nov-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	57,824	26-Nov-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	57,965	27-Nov-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	58,106	28-Nov-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	58,413	1-Dec-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	58,455	2-Dec-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	58,582	3-Dec-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	58,611	4-Dec-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	58,745	5-Dec-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	59,063	9-Dec-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	59,252	11-Dec-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	59,644	15-Dec-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	59,761	16-Dec-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	60,145	21-Dec-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	60,274	22-Dec-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	60,352	23-Dec-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	60,427	24-Dec-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	60,495	25-Dec-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	60,519	26-Dec-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	60,565	27-Dec-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	60,611	28-Dec-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	60,671	29-Dec-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	60,738	30-Dec-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	60,758	31-Dec-10
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	60,793	1-Jan-11
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	60,792	2-Jan-11
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	60,816	3-Jan-11
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	60,901	4-Jan-11
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	60,866	5-Jan-11
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	61,254	14-Jan-11
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	61,352	17-Jan-11
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	61,442	20-Jan-11
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	61,523	23-Jan-11
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	61,720	26-Jan-11
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	61,770	29-Jan-11
<a href="http://www.facebook.com/stkfc">http://www.facebook.com/stkfc</a>	61,794	1-Feb-11