



Consumer statistics.

Released 19 June 2018.

The Yellow Social Media report is an annual survey of 1,516 Australian consumers on how they use social networking sites such as Facebook, LinkedIn, Snapchat and Twitter.

At Yellow, we're curious about the way people use social media to engage with their world. The rich insights we've uncovered in more than seven years of reporting on social media use by both consumers and businesses means we understand what connects people online.

This year the consumer survey approach was changed from telephone to online and the sample target increased from 800 to 1516.

Here are some of the key statistics from part one of the report examining consumer behaviour.

Australians on social media and the internet.

- Almost nine in 10 people (88%) have a social media profile.
- 60% of Australians use the internet more than 5 times a day.
- The average number of internet-enabled devices owned is 3.5.
- 34% of social media users are checking their social media more than 5 times a day.

Psychological impact of social media.

- More than 3 in 10 people (36%) think they spend too much time on social media. This is even higher in the 18-29 age group (49%). Females are also more likely to feel this way than males (42% vs 30%).
- Almost 6 in 10 people are using social media in the bedroom (58%). This rises to 88% among 18 to 29-year-olds.
- 1 in 3 people (30%) have felt excited when their post has received more likes on social media than usual. The incidence rises to 46% among 18-29 year olds.
- Around one in four (25%) have witnessed bullying and harassment on social media and 14% have been bullied or harassed themselves – more than double last year's result (6%). Those aged 18-29 are the most likely to have been bullied (23%). The 18-29 age group were also more likely to have witnessed bullying (38%), narrowly ahead of 30-39 age group (37%).
- 11% have felt anxious when unable to access their social media accounts. This number is significantly higher among 18-29 year olds (24%).

- Just over 2 in 10 (23%) are happy to check social media while eating with family or friends.
- One in five people (20%) have posted something they later regretted on social media. This is more common among females (22% vs 17%).
- 15% have worried their social media footprint might one day come back to bite them, with 18-29 year olds and 30-39 year olds the most likely to feel this way (both 22%).

Frequency of use.

- People are accessing Snapchat around 36 times per week, just ahead of Instagram (33) and Twitter (23).
- More than a third of people now access social media more than five times per day (34%). Among 18-29 year olds 81% check-in at least once per day.

Most popular times.

- In the evening (61%) and first thing in the morning (59%) have become even more popular and are the most popular times for using social media.
- Almost half are now accessing social media on their break (42%) or at lunchtime (41%). One in five people (22%) use social media when commuting.

The most popular platforms.

- Facebook remains the most popular platform with 91% of social media users on the platform.
- YouTube is used by more than half the population and is the second most popular platform (53%).
- Instagram comes in third at 39%, then Snapchat, Twitter and LinkedIn.

Uptake of new features.

- 28% have used Facebook Live to watch video content that is live or recently recorded. Those aged 18-39 are more likely to have done this.
- 9% have published their own video using Facebook Live but the incidence rises to around 15% for 18-39 age group.
- 44% have used the story function to publish pictures or videos – much more common among those aged under 40. Facebook has been used for publishing pictures or videos more than Snapchat or Instagram.



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Where people are using social media.

- The most popular place to use social media continues to be in the home (94%), particularly the lounge room (78%), bedroom (58%) and study (28%).
- Social media usage in the toilet is 20% and twice as high (39%) among 18-29 year olds.
- Outside of the home usage on public transport is 32%, in restaurants, bars and parties (25%) and in the car (23%).
- More than a third (35%) are accessing social media at work.

Reasons for using social media.

- For 85% of people, social media is a way of catching up with friends and family. This is more the case for females (91% vs 79%).
- The number of people using social media to share photographs or videos fell slightly (46%). 36% of people use social media sites to catch up on news and current affairs and 32% watch videos. The number of people meeting new friends is at 18%.
- 16% of people follow celebrities and bloggers on social media. This is higher among females (21% vs 10%) and those aged 18-29 (26%).
- Almost one in three people discuss the program they are watching on social media whilst viewing.

Topical issues and social media.

- Around 3 in 10 (35%) of social media users have supported topical issues through that forum. This is higher among 30-39 year olds (43%).
- Of those who do offer their support, it is more common among females (39% to 31%).

Relationships on social.

- The average person has 239 Facebook friends, 241 contacts on Instagram, 187 contacts on Twitter, 179 contacts on LinkedIn and 176 contacts on Google+. They have the least contacts on Snapchat (93).
- For LinkedIn, the 40-49 age group has the most friends, contacts or followers. For Snapchat, it is the 30-39 age group.

Parenting and social media.

- 61% of parents with children/teenagers at home have placed restrictions on social media use. This becomes less common as parents reach their 50s, reflecting the relatively older age of their children at home.
- The restriction mentioned most relates to the amount of time allowed on social media (25%), followed by the times of day its use is allowed (21%).
- Not allowing use without a responsible adult present (17%), taking social media away as punishment (15%) and restricting where social media can be used (14%) also occur in Australian homes.
- Males are slightly less likely to impose restrictions on children/teenagers – 41% vs 38% say they place no restrictions at all on children/teens.
- Parents aged 40-49 were most likely to have restrictions in place – 32% in this age group had no restrictions in place. They were also most likely to take away social media as punishment (14%).

Messaging services.

- Almost 9 in 10 (88%) social media users are using messaging services, with Facebook Messenger the most popular (79%), ahead of WhatsApp (34%) and Viber (15%).
- 95% of 18-29 year olds and 97% of 30-39 year olds are using messaging services and the number of those aged over is 69%.
- Females are more likely to be on messaging platforms than males (92% vs 84%).

Male vs Female.

- Men are more likely to use LinkedIn (28% vs 17%), Twitter (26% vs 13%) and YouTube (56% vs 50%). Women are bigger users of Instagram (44% vs 34%), Snapchat (28% vs 17%) and Facebook (94% vs 88%).
- Males are very slightly more likely to use social media in work (15% vs 14%).
- Men use social media more when commuting (25% vs 20%).
- Inside the home, males and females are equally like to use social media on the toilet (20%) and women use social media more in the bedroom (61% vs 55%).



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- Males have more LinkedIn contacts (190 vs 162), more followers on Twitter (211 vs 142), more followers on Instagram (250 vs 234) and Snapchat (123 vs 77).
- Women have ever so slightly more Facebook friends (240 vs 237) and more contacts on Google+ (205 vs 157).
- For 85% of people, social media is a way of catching up with friends and family. This is more the case for females (91% vs 79%).

Metro vs Regional.

- The number of people in metro and regional areas likely to have witnessed bullying or harassment on social media is similar (25% vs 24%). People in metro areas are more likely to have been bullied on social media themselves (15% vs 12%).
- 15% of people in regional areas never use social media sites, compared to 10% in metro areas.
- People in regional areas are more likely to use social media first thing (63% vs 57%).
- People in regional areas are more likely to use Facebook (94% vs 90%). City dwellers and regional Australians are equally likely to use Tinder (both 2%).
- City dwellers are more likely to access social media in the bedroom (61% vs 52%).
- People in regional areas have more contacts on Instagram and Google+ while people in the capital cities have more friends on Facebook, LinkedIn, Twitter and Snapchat.
- People in regional areas spend more minutes per time on Facebook, Twitter and Snapchat.
- People in metro areas are more likely to check social media when working (16% vs 10%) and during lunchtime (44% vs 33%).

Age.

- 94% of 18-29 year olds own a Smartphone – the highest ownership group.
- 30% of 30-39 year olds own a wearable device like an Apple Watch or Fit-Bit – the highest ownership group.
- The 65+ age group are the most likely to own a desktop (62%).
- 55% of 18-29 year olds use social networking sites more than 5 times a day. Only 6% of the 65+ age group do.
- 33% of the 65+ age group never use social networking sites. This compares to 2% of 18-29 year olds.

- Almost a quarter (23%) of those aged 18-29 are accessing social media when working, compared to only 9% of those aged 50-64.
- Among 18-29 year olds social media is often the first and last thing they do every day, with 68% accessing social media first thing in the morning and 44% using social media last thing before they go to bed.
- 18-29 year olds are the most likely to use Instagram (66%), Snapchat (49%), YouTube (65%) and LinkedIn (25%). Twitter is more widely used by the 30-39 age group.
- 18-29 year olds are the most likely to have stopped using any social media channels in the last year (25%). 34% stopped using Instagram followed by Twitter (31%). Among the 11% of 50-64 year olds who stopped using any social media channels they were most likely to stop using Twitter (39%).
- Those aged 18-29 have the most friends and contacts on social media, followed by the 30-39 and 40-49 age groups.
- 18-29 year olds are the most likely to access social media on their smartphone (92%). Those aged 50-64 are the most likely to access social media on a smartphone (62%) laptop or desktop (both 44%) or tablet (34%).
- Just over half (51%) of 18-29 year olds are now using social media at work, while 17% are checking in at the gym. 38% of 40-49 years olds also use social media at work.
- Around 4 in 10 (39%) of those aged 18-29 use social media on the toilet.
- 18-29 year olds (29% vs national average of 18%) are more open to making friends with strangers.
- Those aged 18-29 are the most likely to have been bullied or harassed on social media (23%) or witnessed bullying (38%).
- 50-64 year olds feel the most strongly that social media is impacting negatively on grammar and spelling.
- 65+ year olds are the most likely to feel that social media is having a negative effect on patience.
- 40-49 year olds believe the most strongly that social media is having a negative effect on productivity and concentration.

Consumer preferences.

- Four in ten consumers (44%) are following businesses or brands via social media, and this is even higher among females (52% vs 35%) and those aged 18-29 (64%).
- Consumers are particularly keen on discounts (62%) and give-aways (51%) from the brands or businesses they follow.



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- Among Instagram and Facebook users, 44% and 39% respectively follow brands or businesses on that platform.
- The most favoured category is entertainment for Facebook, just ahead of holidays/travel/accommodation. For Instagram users it is clothing/fashion then entertainment.
- More than 50% of social media users say they are more likely to trust brands if they interact positively with customers on social media, make their content engaging and relevant, and keep it regularly updated.
- 18% of people stopped following at least one company or brand on social media in the three months prior to the survey. This incidence is the same for males and females and was highest in the 30-39 age cohort (27%).
- Irrelevant or unappealing content is the most influential factor stopping people from following a brand or company on social media in recent months.
- Consumers are accessing social media on their smartphone (74%). Accessing social media on mobile devices via an app is much more common than via a website (82% vs 43%).
- The last time social media research was undertaken, it was on a mobile device (65%) more than on a computer (55%). Usually this led to a purchase (59%) undertaken via an online transaction (76%)

Social media as a news source.

- Traditional media (73%) remains more trusted as a news source than social media (16%) or posts from friends about what is happening (11%).
- 18-29 year olds are above average in trusting social media news sources (26% vs 16% overall).
- 33% have reacted to something on social media that they later found out was fake news – compared to 17% last year.
- Females are also more likely to have had this happen (38% vs 28%) and so were 18-29 year olds (45%).