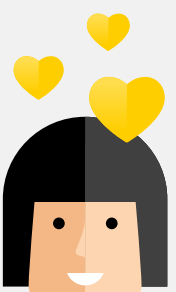
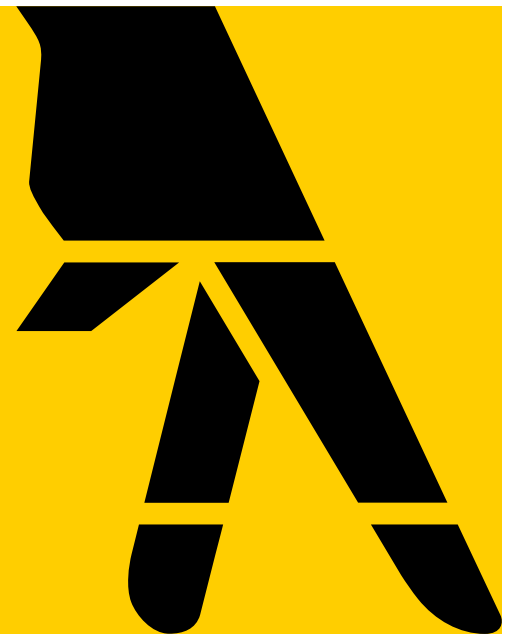


Yellow!

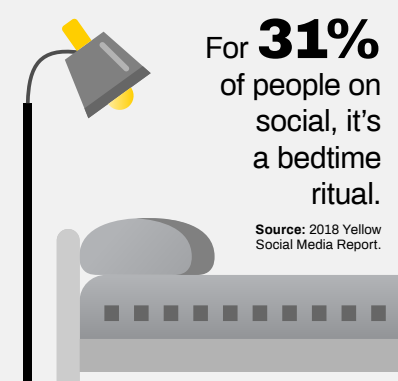
Here's some stats we thought you might like.

Enjoy them, share them, post them – they're yours to use.



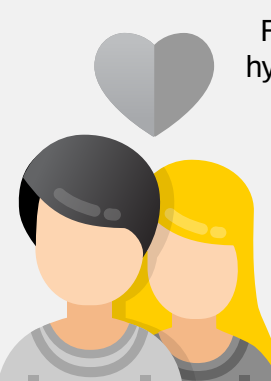
30% of us get excited when our post gets lots of likes.

Source: 2018 Yellow Social Media Report.



For **31%** of people on social, it's a bedtime ritual.

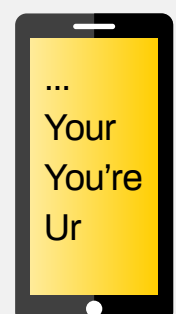
Source: 2018 Yellow Social Media Report.



For all its hype, only **3%** of social users are on Tinder.


Source: 2018 Yellow Social Media Report.

30% of people on social media think it's impacted their grammar.




Source: 2018 Yellow Social Media Report.

15% of parents punish their kids by removing social media.



Source: 2018 Yellow Social Media Report.

10 hours a week on Facebook is the average usage.




Source: 2018 Yellow Social Media Report.

60% of Aussies are online 5+ times a day.




Source: 2018 Yellow Social Media Report.

13% of users are online when on the toilet.



Source: 2018 Yellow Social Media Report.

33% of people on social have reacted to a post that turned out to be untrue.



Source: 2018 Yellow Social Media Report.