9 consumer fun facts that really stand out!

A few things we think you'll find super interesting from this year's report.

- **58%** of Australians check social media the moment they wake up.
- **31%** of Australians check their feeds more than 10 times a day.
- **40%** of people aged 18 to 50 check social media at work.

Australians spend **12 hours** per person per week watching YouTube.

- **35%** of Australians have reacted to something on their feed that was actually 'fake news'.
- **64%** of people are using social media while they're watching TV.

And **28%** of those people are posting about the show they're watching.

- **63%** of people are turned off by brands who pay social influencers.
- **81%** of parents worry about who their kids are exposed to online.