

Yellow!

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.



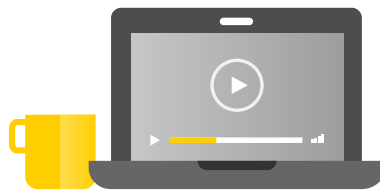
31% of Australians check their feeds more than 10 times a day.



40% of people aged 18 to 50 check social media at work.



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



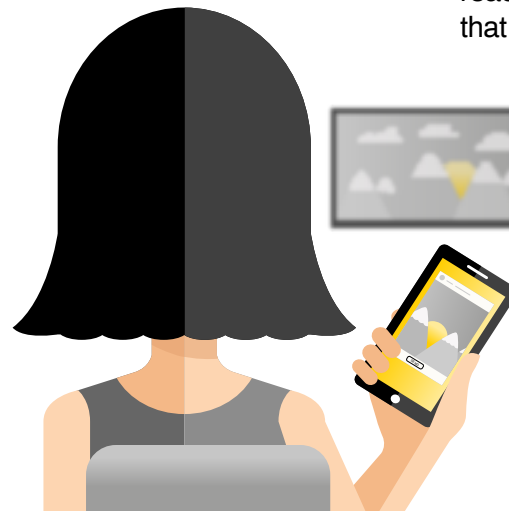
35% of Australians have reacted to something on their feed that was actually 'fake news'.

63% of people are turned off by brands who pay social influencers.



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.



81% of parents worry about who their kids are exposed to online.

